

EXPERIENCE JAPAN IN NEW YORK CITY

# CHOPSTiCKS NY

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FREE



## Beauty & Health: The Japanese Way

SPECIAL INTERVIEW

Keiko Aoki

(Restaurant Chain Chief Executive Officer)

[www.chopsticksny.com](http://www.chopsticksny.com)

# Beauty + Health

## — The Japanese Way

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\*To order the advertised products, go to JSHOPPERS.com top page, input the item number and search.

\*The dollar-yen exchange rate used here is \$1=105



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# "IT IS ALL ABOUT SURROUNDING YOURSELF WITH THINGS THAT YOU LOVE."

— KEIKO AOKI



**KEIKO AOKI** (Born in Tokyo and former Miss Tokyo, she studied at Yamashita Gakuen College, Hawaii University and Harvard Business School. She started her consulting company in New York in 1989. In 2002, she married Hidetaka Aoki, the founder of Benihana group and lived over 100 countries at his insistence in 2008. As Chief Executive Officer of Benihana of Tokyo, Inc., she devotes herself to spreading the Benihana chain worldwide, which was Mr. Aoki's wish. In addition to her Benihana business, she is currently in charge of a consulting company, covering business, and healthy food line. [www.benihana-of-tokyo.com](http://www.benihana-of-tokyo.com) [www.keikoakoi.com](http://www.keikoakoi.com)

*Roaming around the globe as Chief Executive Officer of Benihana of Tokyo, Inc., cookbook author, and entrepreneur, Keiko Aoki is a super active, multi-talented, business woman. She has just launched her new ready-to-eat food line, using Japanese home cooking dishes, and promotes a healthy diet. Right before her business trip to Southeast Asia, she chatted with CHOPSTICKS NY and shared her health tips, way of life and business philosophy with us.*

**You are a person who juggles many different roles. What is your daily routine?**

Every morning I am out of bed by 6:30, and I wake up by having my coffee. After that I take my intensive calls. From 7-7:30 I head to the gym for some exercise, and then from 8-9:30 I walk my dog Megi in Central Park before we head to the office together at 9:30. During our hour and a half together in the park, I enjoy being surrounded by nature and use that time to think about the day's business issues. At that time, many good ideas come to mind. Walking along with a clear head and watching changes in nature such as the pond freezing and the leaves changing color leads to higher quality, more fresh ideas than when I am just sitting in my office. It is a chance to objectively and thoughtfully deliberate on things like the direction I am heading in and any problems I am encountering at work, and this is where I find solutions.

**It sounds great to start the day with that kind of stress release.**

It is hard to be healthy if you are feeling stressed out. It is not just about the food you eat, but the health of both your body and mind are important. Even if you eat food that is good for you, get massages and wear nice makeup, some of this will have an effect if you don't have a healthy mind. The biggest agent in terms of becoming beautiful is building a solid foundation. Like with a house. When things that upset you remain

in your heart, the finer your body and harmful hormones are released. People often say that by falling in love you become beautiful, but I don't think this is the only way. It's more a matter of creating a positive environment for your body and mind. With this, you will naturally release positive hormones and that will change your features for the better. The idea is to shine in your own way. In order to accomplish this, you have to know yourself.

#### What do you think is the key to finding this confidence?

It is all about surrounding yourself with things that you love. For example, certain people or pets or colors or food or furniture. It doesn't matter what it is and what people say about it, as long as it has meaning to you. When people are around things that they love, they naturally flourish. By loving something and being loved, you become beautiful. It is the same with work that you enjoy.

#### Speaking of work, can you tell us a little bit about your new food line with Fresh Direct?

We picked soba noodle salad to start with to highlight this noodle because soba's popularity has overshadowed other Japanese noodles. As Japanese people, we dip soba in sauce, but for most Americans this is a hard way to eat it. For them it is easier to put your sauce over the soba, but in doing this the soba expands and the taste changes, so for this purpose we created soba dressing for the American market. With this, Americans can take their time eating as opposed to Japanese who tend to quickly slurp their soba. We launched this line with Fresh Direct last November. Going forward, we would like to introduce other eastern Japanese foods such as tempura (seafood tempura seasoned with shoyu base sauce) and tempura (a type of seaweed wrapped with shoyu base sauce) at other supermarkets like Whole Foods. My basic concept for KEIKO AOKI INNER MAKEUP™ is "ready to eat," meaning introducing Japanese food culture in a form that can be eaten as is, without preparation. The reason is that people who work in New York often don't use their kitchens and just want food in a container they can simply throw away.

#### What do you see as the appeal of Japanese food?

I think that Japanese and Asians in general tend to have a lot of information regarding what they consume. For example, we know what nutrients so-

lids provide, that is good for your heart and that onions help the blood circulation. These are things that we hear while growing up, and they become common knowledge. Japanese foods such as shoyu, miso, and natto (fermented soybeans) have lots of enzymes which are especially necessary as you get older. They are like gasoline for our bodies, so the more you get, the longer you live and the lower your stress level.

#### What are your future business plans as an entrepreneur?

My overarching goal in the near future is growing the business of Tokyo business throughout the world. We currently exist in 75 different countries, but most of our Asian restaurants are franchises as we are looking to increase direct management in that region. My next business trip is to Singapore to assess new locations for this purpose. At the same time, I would like to continue my promotion of Japanese food culture in other countries. I would like to focus on being able to balance the former, which is the profitable side, and the latter, which is my personal interest. My business philosophy revolves around the Japanese idea of "onnegaishi no kokoro" or "Hospitality from the heart." I really like this and want to use it as a concept for Benihana. It means respectfully welcoming all customers, something that is often lacking in other countries. In Japan, even our fast food restaurants have this quality.

#### What is something you learned from your late husband, Rocky Aoki (founder of Benih-

#### hana)?

The concept he instilled in me the most is to always try new things, and this has become my core. Life is short so I try to look at each day as a gift. A big part of this is surrounding yourself with positive people who you can regard as mentors, and Rocky's career was like this for me.

#### Do you have any recommendations for Chopsticks NY readers who are interested in visiting Japan?

I think that really depends on the audience you are targeting, such as solo travelers vs. a group of girlfriends vs. an older couple, and of course differences between the genders. I don't know about Japan because I don't do touristy things when I am there, but the one place I can always sue to visit during all of my international travel is shopping centers. Here you can learn about that country's economy, fashion and culture all at once. You can compare it to New York and make valuable discoveries. So I think it would be interesting for visitors to Japan to check out shopping centers and department stores like Isetan and Matsukoshi. It is fun to wander around.

— Interview by Stacy Smith



Benihana of Tokyo Hawaii  
acres of Benihana of Tokyo  
now direct operated since  
1971  
3 2005 Kalakaua  
Honolulu, HI 96816  
TEL: 808-525-5266  
www.benihana.com

#### KEIKO AOKI INNER MAKEUP™

The new line of healthy Japanese food products, KEIKO AOKI INNER MAKEUP™ is available through Fresh Direct. The first in the line is Soba Noodle Salad that includes soba noodles, a pack of sesame dressing, and arugula onion croutons. It can be eaten as is, paired with fresh greens and seeds or any other soba noodle side dish. TEL: 212-423-1536



#### KEIKO AOKI Specialty Catering

The service offers healthy, fresh and delicious Japanese cooking in New York City. All inclusive, personal cooking functions for 4 to 10 people in your home.

Large group catering also available, includes our hot dishes, soups, stews, salads prepared with live performance by chef chef:  
[www.keikoaoki.com](http://www.keikoaoki.com)

#### Easy & Healthy Japanese Food for the American Kitchen

Combining easy-to-use cooking techniques with traditional Japanese recipes, Keiko Aoki balances the delicate flavors of Japanese cuisine with ingredients and equipment found in the average American kitchen. These quick-to-prepare recipes are designed to accommodate the hectic and busy lifestyles most Americans endure.



## © Health

## Allergy-Free Zone and Relaxation Haven in Midtown

**A**ccording to the owner of Do Holistic Center in Midtown Manhattan, one of the most common symptoms seen amongst New Yorkers today is allergies. "Today, especially in a city like New York, it is virtually unavoidable to come in contact with some kind of allergen, whether it's dust, mold, exhaust fumes, or pollen," she explains. So, to meet the needs of today's patients with growing allergy problems, Do Center created their second location, *It's Healing*, in March, and turned it into a total allergy-free zone.

For the last ten years, Do Holistic Center in Midtown Manhattan, has been helping New Yorkers battle various illnesses, as well as maintain mental and physical well-being using methods based on Eastern alternative medicine. Their motto is "to restore the body to health by natural and gentle means", and the design of *It's Healing* is highly reflective of this concept, providing ultimate relaxation to all visitors.

*It's Healing* is equipped with ozone generating machines and Austin Air Purifiers, which together reduce all allergens from the environment. At Do Holistic Center, their new space offers shiatsu, acupuncture, Japanese herbal nutrit-

es, and sauna treatments. "The majority of our patients come in with desk-work related aches and pains like severe shoulder, hip, and back aches. Other common symptoms we see are severe emotional stress where patients become extremely aggravated easily which can be managed with herbal remedies" she says.



Currently the second location is having a grand opening promotion where any massage (Reg. \$85-\$105) and sauna (Reg. \$35) combination is only \$60 for the month of April.

**It's Healing**  
23 E. 48th St., 3rd Fl. (bet. Madison & 5th Aves.), New York, NY 10017  
TEL: 212. 536-2600 | [www.doholistic.com](http://www.doholistic.com)

## © Product

## The Cutting Edge of Rice Cooking Technology

**C**ooking delicious rice is about to get easier. Zojirushi, the Japanese brand long known as the industry standard in innovative cooking products, has just released its latest rice cooker, the UMAMI™ MICRO RICE COOKER & WARMER. Often described as the fifth taste, umami means "good flavor" or "deliciousness" in Japanese. True to its name, the rice cooker's umami setting achieves vibrant, soft, fluffy and flavorful rice through calculated, extended soaking, cooking and steaming times.

The many features of the Umami™ make cooking rice for any number of styles or occasions as easy in the push of a button. Would you like a hot, steaming bowl of rice for breakfast? You can set the timer the night before, and wake up to perfectly cooked fluffy rice. Have trouble attaining the proper soft and sticky texture for making sushi? No problem, there is a sushi setting. Does your known rice turn out hard and dry? Don't worry, there's a setting for that too. The Umami™ has an easy to use setting for virtually every style of rice, including white, mixed, sushi, porridge, sweet, brown, GABA brown, rice-free and quick cooking. Your rice will never be the same again. Not limited to just rice, the slow cook setting is great for cooking soups,

stews, and one pot meals. Just throw all the ingredients in the pot, set the timer and sit back and let the Umami™ do the rest.

Other features of this new cooker include Zojirushi's micro computerized, fuzzy logic technology (LCD panel with clock and timer and 2 setting delay timers (perfect for those easy rice breakfasts), the auto keep warm and extended keep warm and reheat cycle, so your rice stays fresh and hot all day, a detachable/washable inner lid, and detachable power cord for easy storage. Available in two sizes, 5.5 and 10 cups, the Umami™ made its debut in the North American market in January 2011. Experience the taste of perfectly cooked rice without the hassle. Experience Umami™.



info: [www.zojirushi.com](http://www.zojirushi.com)

## © Book

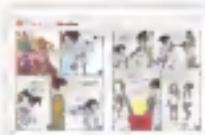
## Japanese Lessons in a Manga-Style English Textbook

Although there are many Japanese who are eager to master English, English language education in Japan is not yet well established. This April will be the first summer that public elementary schools in Japan will teach English as a required subject. To appeal to this young generation of English students, *Kotobee Eigo-yaku* (English lessons for Kids), an illustrated, manga-style book for learning English, has just been released. The primary purpose of this book is to teach readers how to speak about Japanese culture in English; the book's content, however, also makes it ideal reading for non-Japanese who want to learn about Japanese culture and language.

The book features eight cultural events and customs, such as chōnami (cherry blossom viewing), Obon (the Bon festival), and okuden (moon viewing). Manga illustrations by New York based graphic novel artist Misako Rock! makes language study easier, more exciting, and fun. Each chapter corresponds to one event and explains it thoroughly. First, a manga sketch about the event is shown to introduce the concept (see picture on the right). A brief summary of the event and its background as well as related no-

culture words follow. Finally, a sample conversation is offered for practice. With these step-by-step explanations, Japanese can study English, and likewise, you can learn about Japanese culture.

Since the Japanese part is written in hiragana, katakana, and kana, it might be a little difficult for those who are not familiar with the characters (although Misako's illustrations are extremely helpful). The book also describes how each event compares to activities in American culture, so you will be able to relate. If you are a manga fan or looking for materials to improve your Japanese skills or are simply interested in Japanese culture, *Kotobee Eigo-yaku* is the book for you.



*Kotobee Eigo-yaku* is published by Mesako, and available at Bookmarks Booksellers in New York.

Info: Mesako: [www.mesako.co.jp](http://www.mesako.co.jp) (Japanese only)  
Misako Rock!: [www.misakrock.com](http://www.misakrock.com)

## © From Japan

## New Product Helps Japanese Stay Cool

In a country with humid summers, packed trains, strict dress codes at work, and recently, reduced use of air conditioning due to ecological concerns, Japanese consumers welcome innovative ways to beat the heat. Since ancient times, Japanese men and women have used such personal cooling devices as a variety of hand fans and towels, and in the modern age, all kinds of products such as cooling strips, pads, and pads have been introduced.

The creative cooling continues with Kobayashi Pharmaceuticals' "Shirt Cool", the product that provides the latest solution. A spray bottle containing a cooling mixture of ethanol, menthol, and fragrance, Shirt Cool provides a cooling, refreshing sensation that lasts for up to two hours when sprayed on a shirt or undershirt. Shirt Cool hit Japanese shelves last year and was originally marketed exclusively to salarymen, in response to a poll that showed that 78% of workers were uncomfortably hot during work or commuting. However, the product quickly became popular among both women and men with recent polls showing that 40% of users are women. Kobayashi Pharmaceuticals has responded by introducing a new women's version, Bath

women's and men's Shirt Cool are available in Japan for \$60 yen (about \$6.11).

The women's Shirt Cool features a bright, floral fragrance called "wild mint" which distinguishes it from the bolder men's fragrance, "strong mint". It also features a looser trigger perfect for feminine fingers. Women's Shirt Cool can be applied to camisoles, dresses, blouses, undershirts, or dress shirts and can provide cooling relief during any activity from exercising or shopping to working or commuting. Because it doesn't use electricity, it's the perfect environment conscious alternative to turning up the air conditioner! So why not stay cool the Japanese way? Give Shirt Cool a try.



Info: [www.kobayashi.co.jp/english/shirt\\_cool.html](http://www.kobayashi.co.jp/english/shirt_cool.html) (Japanese only)



# BEAUTY & HEALTH

## — The Japanese Way



### Like a Refined Kaiseki Course: Japanese Salons Offer a Memorable Experience

Chopsticks NY surveyed non-Japanese clientele in Japanese beauty salons to explore why they are popular among them. Techniques, hospitable service, atmosphere, etc. — they provide an experience like a refined kaiseki course

### Featured Beauty Salons and Product Providers

Takara Belmont / Salon Vijn / YaksonMyungga / Dsala Salon / i Salon / KEN Shigematsu / Kiyora Salon / Nihon Day Spa / RH Plus Salon / Tomoko Shima Hair Salon / Wave 55 / Yo-C Salon  
Cosme Proud USA, Inc. / Den's Tee, Inc.

#### LISTINGS

#### BEAUTY & HEALTH

# LIKE A RFINED KISEKI COURSE, JAPANESE SALONS OFFER A MEMORABLE EXPERIENCE

People often choose Japanese establishments to enjoy Japanese services or offerings that they cannot receive or find anywhere else. For example, sushi restaurants serve sushi, Japanese language schools teach Japanese, and dojos offer Japanese martial arts classes. Though you might think Japanese hair and beauty care is not much different from what you might find in any salon, many people intentionally choose Japanese hair salons over others. To know why, we conducted an extensive survey of customers of eleven hair salons in New York. Here is what we found.

## ADVANCED TECHNIQUES AND METICULOUS CARE

You may have had an experience with meticulous Japanese craftsmanship or advanced technology that left you impressed. According to our survey, a similar thing can be said about Japanese hair and beauty services. We asked survey participants to give us comments and responses to questions such as "Why did you choose a Japanese hair salon?" and "What aspects of a Japanese hair salon do you like?" Many mention the highly skilled hairstylists, saying "cuts are very precise" and the "hairstyle looks good for a month." Customers also praise the "creativity of the stylists," pointing out that "Japanese hair salons have great hair cutting techniques [dry or wet] and they are extremely knowledgeable about chemical straightening."

The skills and techniques of Japanese stylists are so refined because of the thorough training programs for stylists. Traditionally the certification process for hairstylists in Japan is quite demanding and requires long hours of training and much practice. The stylist to be also has to pass strictly supervised exams. They are taught not only skills but also how to interact with customers. For example, washing the customer's hair does not just clean and prepare the hair for the next treatment; stylists in Japanese hair salons give a short (but expressive) massage to the customer's scalp to relax the customer

during the shampooing process. Even after shampooing, a Japanese stylist usually gives an extra massage to the customer's shoulders and neck. Meticulous attention to style, design, and personal care are other aspects customers love about Japanese hair salons.

They like "attention to detail," "attention to personal needs," and the "verydedicated" and "friendly, courteous, and attentive staff." Also, many Asian customers rely on Japanese stylists because "they understand Asian hair and are very thorough." The hair types among Asians are quite similar, although they have individual differences. Asian hair tends to be thick, tough, and straight. So it is very hard to create swinging, soft, and natural-looking curly Japanese stylists however, knew how to create this look with a cut and styling or a perm.

## WELL-DEVELOPED HAIR PRODUCTS

Japanese customers care about how their hair feels as well as how it looks. In order to please such meticulous customers, Japanese manufacturers strive to develop products that meet both requirements: treating hair effectively and leaving it feeling good and healthy. It is analogous to Japanese chefs experimenting to create a perfect dish and Japanese engineers trying to invent new things and constantly improving on their creations. It's a never-ending effort, but because of it, we enjoy excellent hair products in the salon. Customers in New York have noticed the quality of these Japanese hair products, noting, "I love the nano amino product they use" and "I like my stylist and the products." Another customer notes that "all the chemicals they use never harm the hair, and they recommend a good conditioner for treatment as well."



Everyday care products made in Japan, such as nourishing creams, moisturizers, styling waxes, gels, and sprays, are also superb. Modestly scented, formalized for a variety of hair types and use, and easy on the hair, consumer hair products from Japan will never disappoint you. Most of these are available in stores, but you can find selected items at Japanese hair salons.

## OMOTENASHI SPIRIT IN BEAUTY SERVICES

Many survey participants comment that they also appreciate the atmosphere in Japanese salons as well as the attitude toward customers. As mentioned above, shiatsu massage service is common, and most salons also provide customers with drinks while they wait for service or during treatments. Here are just a few examples of what customers like: "cleanliness, quiet and a relaxing atmosphere," the "peace of environment," the "friendliness," that the salon is "not pretentious," the "quiet, pleasant staff," and being "invited very respectfully." One participant finds a visit to the salon to be a Zen-like experience, saying, "I love the calm atmosphere and minimalist design." These services all come from the Japanese spirit of *omotenashi* (hospitality) that has been passed down for ages. With services inspired by *omotenashi*, customers are always given something extra or unexpected. As long as Japanese salons do not lose this spirit, you can enjoy a pampering experience as memorable as an exquisite dinner or sauna.

\*Kenzui means a colored coarse of fabric originally created for performances. The color typically used in the expression is saffron-yellow and indicates different levels.

## How Does the Japanese Straightening Perm Work?

The Japanese straightening perm has existed in this country for more than twenty years, so we here at Chopsticks NY assumed it was well known in New York. This survey, however, has revealed that there are quite a few people who do not really know what it is and how it works.

Also called "thermal reconditioning," the Japanese straightening perm involves heat to restructure the shape of the hair. First, a special solution is applied to the hair to soften it, making it easier to reshape. Then, the bonds of the hair are restructured as the hair is strengthened by a thermal iron steamer. The entire treatment takes almost six hours, but

it results in hair that is not only straight but also glossy and smooth. The effect is permanent, but it is recommended that you retouch newly grown hair every six months.



## Salons where we conducted the survey

\*In alphabetical order



### Cowlicks Japan

137 W. 5th St. (bet. 6th & 7th Aves.)  
New York, NY 10011  
TEL: 212-384-2303 / [www.cowlicksjapan.com](http://www.cowlicksjapan.com)



### Dolcezza

192 Avenue A (bet. 8th & 10th Sts.)  
New York, NY 10009  
TEL: 212-772-8282 / [www.dolcezzalon.com](http://www.dolcezzalon.com)



### Michi Salon

200 E. 80th St. (bet. 2nd & 3rd Aves.)  
New York, NY 10021  
TEL: 212-752-4029 / [www.michisalon.com](http://www.michisalon.com)



### Myozene Salon

75 E. 27th St., 2nd Fl. (bet. 5th St. & University Pl.)  
New York, NY 10003  
TEL: 212-614-4488 / [www.myozenesalon.com](http://www.myozenesalon.com)



### RH Plus

803 2nd Ave., 2nd Fl. (bet. 45th & 55th Sts.)  
New York, NY 10022  
TEL: 212-844-9898 / [www.rhplusny.com](http://www.rhplusny.com)



### Salon MUSA

160 Sutton St. (bet. W. Houston & Prince Sts.)  
New York, NY 10012  
TEL: 866-854-6223 / [www.salonmusa.com](http://www.salonmusa.com)



### Salon Vljin

10 Rockefeller Plaza, Concourse Level  
New York, NY 10020  
TEL: 212-686-0864 / [www.salonvljin.com](http://www.salonvljin.com)



### Shige Kusuda Salon

901 E. 55th St. (bet. 3rd & Lexington Aves.)  
New York, NY 10022  
TEL: 212-758-2388 / [www.shigekusuda.com](http://www.shigekusuda.com)



### Tomoaka Shiseido Hair Salon

8 Upper East Side  
571 E. 57th St. (bet. 3rd & Lexington Aves.)  
New York, NY 10022  
TEL: 212-723-8026  
(Downtown)  
225 W. 17th St. (bet. 7th & 8th Aves.) New York, NY 10011  
TEL: 848-935-8272  
[www.tomoakash.com](http://www.tomoakash.com)



### Yo-iC Salon

205 E. 5th St. (bet. 2nd & 3rd Aves.)  
New York, NY 10003  
TEL: 212-629-0355 / [www.yo-i.com](http://www.yo-i.com)



### Yui Salon

323 W. 11th St. (bet. Greenwich & Washington Sts.)  
New York, NY 10014  
TEL: 212-547-5383 / [www.yuisalon.com](http://www.yuisalon.com)

# The Air Wave: Get Bouncy, Healthy Hair With This Revolutionary Waving System

## Healthy, Bouncy Waves

You might think it's impossible to get permed waves while keeping your hair free from damage, but now you can thanks to a spectacular technological advancement. Employing a new shape-memory system, the Air Wave, invented by TAKARA BELMONT allows you to have voluminous, bouncy waves of strong, visibly healthy hair.

You'll notice how amazing this Air Wave's curls are when you touch your hair: It's surprisingly soft to the touch, and this means your hair is less damaged and in fact is adequately moisturized, even after the treatment. You can curl your hair more frequently with the Air Wave than with other types of perms, such as the conventional cold perm and the relatively new hot (digital) perm. Compared to these types of perms, the Air Wave is a third-generation

treatment. Since it does little damage, the Air Wave is appropriate for any type of hair.

## Gentle Perming With Low Temperature

Similar to the first step in cold and hot perms, the Air Wave machine first softens the hair. In the second stage, called "Creeping," the Air Wave machine allows the natural water particles in the hair to create movement and then swells the cortex cells to create waves by optimizing and controlling the temperature and moisture levels of the hair. This makes the Air Wave different from other perms (see diagram at lower right). The third stage, called "Glass Transition," is also unique to the Air Wave. The hair is gently dried, and the circulating warm air and moisturizing allows the hair to "remember" the new waves of the cortex cells and cell membrane complex. The temperature of the air is as low as 53-80°C (127-149°F) throughout this step. In the final step, an oxidizing agent is applied to secure the natural waves.

## Creating Soft Curls that are Maintenance Free

We started using the Air Wave about two years ago, and we are still the only salon in New York that has the Air Wave machine.

The Air Wave became a huge hit in Japan a few years ago due to the style it can create: natural soft waves that cannot be made with other conventional perms. Compared to the digital perms, which tends to create strong perms and damaged hair, the Air Wave leaves hair relatively unchanged and with long-lasting soft perms. It's really good for clients because their hair maintenance is effortless. From a stylist's point of view, it is easy to operate the Air Wave machine, so it would be nice if the Air Wave spread throughout the U.S. — Shige Kosuda

**SHIGE KOSUDA SALON**  
141 E 55th St., NYC / Tel. 212.759.2333

## Stylish Hair Without Styling

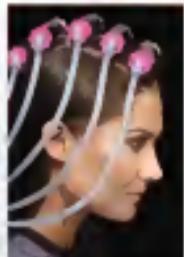
The curls that the Air Wave creates look so good each day that people will think you went to the hair salon that morning. You'll never again have the hassle of curling your hair every morning. Although the Air Wave is great for creating natural waves, it also can evoke strong perms using different rods. Since the Air Wave utilizes a hot perm, requires a lower temperature to create waves, rods can be used closer to the roots of the hair, giving hair more volume. This revolutionary waving system gives you unlimited hairstyling options.

**TAKARA BELMONT USA, Inc.**  
101, 731-405-5800 / [www.takarabelmont.com](http://www.takarabelmont.com)

**TAKARA BELMONT**



With a uniquely designed control panel, the Air Wave machine features single operation. It is also easy to maintain and keep clean.



There are 6 different sets of rods, from 1mm to 20mm. The air tubes, rods and head allow waves to form on the sides of the hair and inside the hair to dry gently.

## The Air Wave Process



The diagram left indicates how hair structure is modified at the molecular level during the Air Wave process. It uses heat and moisture to allow hair to create and hold waves naturally. As shown in the stage 2, the cortex cells swell and create waves. In the stage 3, when air is above the hair, it dry gently and "remember" the new waves.

- Stage 1: 1-55 Bonding
- Stage 2: "Creeping"
- Stage 3: "Glass Transition"
- Stage 4: Fix, rinse and style



## Express Yourself with the Latest Trend in Mind

### Diva Salon

Staffed with friendly stylists with vibrant personalities, Diva always prides its existing red hair staff to finely. Many of their stylists also handle hair and makeup for magazine photo shoots and runway models, so they are not only highly skilled but also have creative minds and keen eyes to interpret hair trends. If you want to refresh your style with the popular trend in mind, their fabulous suggestions will surely exceed your expectations. Hair and make-up service for weddings, parties, and other special occasions is available.



Red is the new black at Diva.

#### Diva Salon

148 Madison Ave, 9th & 10th fls.  
New York, NY 10022  
tel: 212.377.9252  
[www.divasalon.com](http://www.divasalon.com)  
Mon-Fri: 11 am - 9 pm  
Sat: 8:30 am - 6 pm  
Sun: 10:30 am - 5 pm



## Veteran Stylist Creates Styles from the Heart

### KEN Shigematsu

With 30 years of experience in Japan, veteran stylist KEN Shigematsu came to New York in 1982. After managing his own hair salon for 10 years, he is currently working as a freelance stylist by appointment only. KEN's motto is "From the heart," and he spends as much time and care as necessary so that each customer is completely satisfied. His warm, cheerful personality and his solid technique naturally win customers' trust and he now has many repeaters. The shampoos and conditioners he uses include raw honey, which benefits not only the hair, but the skin as well.



#### KEN Shigematsu

256 W. 5th St., (7th fl. in 10th Ave.)  
New York, NY 10011  
tel: 646.258.1194  
Mon-Fri: 11 am - 8 pm  
Sat: 10:30 am - 5 pm  
Sun: 10:30 am - 4 pm



**\$20 OFF**  
your total  
mention Decoupage  
NY at booking  
-New Clients only

## i Salon's New Home is Modern, Chic and Relaxing

### i Salon

After 20 years of business in the Union Square neighborhood, i Salon has just moved to its new location on the East Village and now provides a more modern and relaxing environment. Though they accept walk-in customers, you should make an appointment with owner and master stylist, Dore, to receive her expertise. Dore is a specialist of Brazilian Keratin Treatment that softens frizzy, wavy hair creating long lasting, smooth straight hair. The hair products they use in the salon are all organic concept brand, Kevin Murphy, which is also sold at the salon.



Kevin Murphy products gently work on hair and scalp, nourish it and keep it beautiful.

**20% OFF**  
all services  
with this coupon  
Valid thru June 30



#### i Salon

20 E. 10th St. (East 3rd & Union Square) -  
New York, NY 10003  
tel: 212.629.0337  
[www.aisalon.com](http://www.aisalon.com)  
Monday: 10 am - 7 pm; Sun: 10 am - 1 pm  
Tue-Fri: 10 am - 8 pm; Sat: 10 am - 5 pm  
Brazilian Treatment: \$250+



## Unwind While Getting Your Hair Styled

### Kiyora Salon

Just opened this February in the Union Square area, Kiyora Salons offers a calm and relaxing space in the energetic surroundings of the neighborhood. Our treatment that the salon is especially proud of is color. The treatment utilizes strand coloring agents, so that not only is the hair unchanged while it is beautifully colored, but it is repaired. As the color is applied, glossy hair will emerge. They also take pride in their Blow Dry that maximizes your style longer. Try and feel the technique of Kiyora's beauticians who has over 30 years of experience in Japan and New York.



Private and calm space  
for hair and skin care  
Expert hair and skin treatment  
and facial treatments, and oral  
vitamin services. "With a cold  
windy city space, hair care  
and women can keep  
their daily press and bright  
skin more than ever."

**20% OFF**  
all services  
by mentioning  
Decoupage NY  
Valid thru June 30



#### Kiyora Salon

175 12th St. 2nd fl.  
Box 5th Ave. E. University Pl.  
New York, NY 10021  
tel: 212.624.4634  
[www.kiyorasalon.com](http://www.kiyorasalon.com)  
Sun: 10 am - 5:30 pm  
Tue-Sat: 10 am - 8 pm  
Brazilian Treatment: \$250+

## Personalized Facial Care with Seasonal Menu

### Nihon Day Spa

At Nihon Day Spa, the Japanese aestheticians with experience in both Japan and the US consults each customer thoroughly about the condition of their skin and provide individualized treatment, using products and equipment based on their needs and concerns. They have proposed a special menu of effective remedies for various troubles, including the Vitamin C&E Facial (\$110), which improves the skin and protects it from UV damage, and the Sensitite Skin Facial (\$85), which soothes and refines sensitive skin. First-time customer will get Nihon Dermatination of \$29 (Reg. \$158).



The SkinCentials team, certified at Nihon Day Spa, monitors the appearance of all reduced skin damage (pigmenting, future-damage, correcting, renewing, and protecting healthy skin).



#### Nihon Day Spa

114 W. 86th St., 10025-114  
Ques. 86th & 8th floors  
New York, NY 10025  
Tel: 212-615-8892  
Mon-Fri: 10 am-9 pm  
Sat & Sun: 10 am-7 pm  
Signature Facial: \$70 (60 mins.)  
Anti-Aging Facial: \$75 (60 mins.)  
Deep Pore Cleaning: \$95 (90 mins.)

**20% OFF**  
regular  
facial menus  
available only  
while supplies last

## The Relaxing Salon Where You Can Feel at Home

### RH Plus Salon

This spring, RH Plus Salon is approaching 4 years in business. With veteran stylists who have experience in the beauty industry both Japan and the U.S., this is a salon where you can feel at home. Their damage-free digital perm is a must-try. Gently treating with solutions made in Japan, the perm can keep your hair soft and smooth without being damaged or dried out. Another popular service here is the "Nano Amino Treatment," that replenishes the hair's nutrients. They are open 7 days a week and will extend their business hours to 7 pm on weekends.



#### RH Plus Salon

105 3rd Ave., 2nd Fl.  
Sat: 9am-5pm Sun: 10am-5pm  
Tel: 212-645-0588  
[www.rhplus.com](http://www.rhplus.com)  
replenishyourhair.com  
Mon-Fri: 10 am-8 pm Sat: 8-8pm  
10 am-7 pm  
Sat: 10 am-5pm Sun: 10am-4pm  
Deep Perm: \$60-120 Digital  
Perm with Cut: \$250 Straight  
Perm: \$250+ Color: \$50+

BRING BACK SKIN TO ITS TRUE SELF FOR THE DRIEST SEASON.  
ONE GEL THAT DOES ALL!



"A Long Best Seller Moisturizer"  
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\$62.4 23oz / \$40.1 7.6oz



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From April 8- May 20  
Purchase over \$85 of  
any Dr. Ci:Labo  
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made in Dr. Ci:Labo's  
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**Free Clay Earth Pack**  
For Ultra-Clarifying  
Pore-cleansing  
Pam customers  
while April 1-May 31

## Blending Trends of Japan and New York

### Tomoko Shima Hair Salon

Nao Saito, top hair stylist in the salon, mastered her skills in photo shoots for fashion magazines, at the press pass hair salons "Angels" in Tokyo and developed her skills in London before she settled in New York. Sharing the same objectives with Tomoko Shima, Nao constantly challenges herself and creates fresh looks. She has a great talent for finding each customer's individual beauty, blending trends in Japan and New York, and creating a hair style that matches each person's lifestyle. Especially, her haircutting techniques are acclaimed, and now she offers both men's and women's cuts.



Her customers highly highly  
rate which combines the latest  
hair trends with the customer's  
lifestyle. She offers the  
cut, color, and styling services  
for men and women that  
already have personal style. She  
is also well known for her  
haircutting, styling, before and  
after consulting, styling  
haircutting, and color.



Tomoko Shima Hair Salon  
121 E. 50th St.  
Suite 3rd fl. (between 5th & 6th Aves.)  
New York, NY 10022  
Tel: 212 322 8222  
[www.tomokoshima.com](http://www.tomokoshima.com)

For Cut: \$11.00 pp  
For appointment: \$10.00 pp  
Cut: \$40-\$120  
Color: \$120+ Price & Cut: \$180+  
Color & Cut: \$220+

## Refine Your Own Style and Let It Shine

### Yo-C Salon

Yo-C Salon is a great destination to take your style to the next level this spring. With extensive experience in Tokyo, Paris and New York, the owner and lead stylist, Yoko, focuses on enhancing the clients' own styles without the excess influence of popular trends. By observing the fashion style, makeup and personality of each client, he suggests the best approach to incorporate what is required. Also, because one stylist handles everything from cut, color to perm, the finished look is cohesive and more personal. Cut starts at \$75, and it is \$30 with a client discount.



Yo-C Salon  
225 E. 5th St. (bet. 2nd & 3rd Aves.)  
New York, NY 10003  
Tel: 212 529 0555  
[www.yoc-salon.com](http://www.yoc-salon.com)  
For Cut: \$14.00 pp  
Cut & Color: \$18.00 pp  
Cut & Color & Perm: \$22.00

## 20% OFF

More Details Only  
With Consultation  
With Treatment/Services

## Damage Free Digital Perm with Thorough Care

### Wave 55

Japanese way of personalized service, that's what Wave 55 has a reputation for. The friendly staff, with years of experience in Japan, serve customers of all ages and has many repeat customers. They are currently offering a promotion for their signature digital perm service. For the digital perm, they use a treatment that preserves moisture in the hair, making it resistant to damage, therefore it can be applied to the hair even with the Japanese strengthening perm. Consultation is recommended for first time digital perm customer. Also, first time customers can get all services at 10% off.



**\$200** For 1000  
Cut & Digital  
Perm  
With all services with  
the first consultation  
from May 1-31



Wave 55  
1025 3rd Ave. Box 225-A 5th  
Mid 1 New York, NY 10022  
Tel: 212-321-2388  
[www.wave55salon.com](http://www.wave55salon.com)  
Sun-Sat 11 am-9 pm  
Sun: 11 am-8 pm  
Cut: \$80-\$160+  
Perm: \$80-\$160+  
Massage & Hair Dry: \$80+ Color: \$95+  
Nakao Perm: \$120+



## Fight Aging Skin with the Power of Jewels

Comme Proud USA, Inc.

Anti-aging cosmetic wholesaler, Comme Proud USA, Inc. specializes in high performance skincare products that are all developed in Japan using the most advanced technology. Their top selling "Gold" series product, Formula nano-gold, is a cream that contains gold that has tremendous capacity to penetrate into the deepest layer of your skin and revitalize each skin cell. Gold Amber Rich Lotion (190) incorporates the amber extract, which has many skin beautifying effects such as cell-activating and increasing immunity. Also, its great healing effect makes it good in allergy prone skin and even repairs wounds.



Gold Lotion (190) is the best selling product from the "Gold" line, using the super power of nano-gold. It enhances purity and the absorption rate of the skincare product at the same time.

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+ Free Sample sets  
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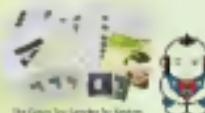


Comme Proud USA, Inc.  
160 Madison Avenue  
4th Floor  
100-200 (12) New York, NY 10016  
Tel: 212-588-9987  
[www.commeproud.com](http://www.commeproud.com)  
Mon-Fri: 10am-9pm Sat: 11am-8pm

## Green Tea For Your Beauty & Health

Den's Tea, Inc.

Den's Tea is an esteemed tea merchandising company that has been involved in the Japanese tea trade for over 80 years. In North America, it has provided high quality, fresh and authentic Japanese green tea for 15 years with the mission of spreading Japanese tea as well as being an unbiased source of information on Japanese tea and tea culture. Japanese yourself in the joy of Japanese tea through tea products from Den's Tea. The Green Tea Sampler for Noblesse contains three healthy and delicious blends, and comes with a booklet on the health benefits of green tea as well as brewing instructions.



The Green Tea Sampler for Noblesse

**3**  
Green Tea Sampler  
for Noblesse  
including  
shipping & handling



Japanese Green Matcha



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Where To Buy  
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Den's Tea Inc.  
2261 W. 28th St., #105  
Tampa, FL 33607  
Tel: 813-649-0754  
(800) 761-0212

Coming Up! CHOPSTICKS NY® May Issue (Published on 4/29)

# ASIA

Special Issue

We will take Asia as a whole and feature not only each country's unique food culture, but also individual characteristics and cross-cultural influences. For example, soups/noodles are characteristic of Asian cuisines, but the dishes of Japan, Korea, Vietnam, Thailand, and China have different ingredients and tastes. Also, Japanese, Indian, and Thai cuisines respectively have their distinctive qualities. In this way we will present an overview of the dynamism of Asia, highlighting the individuality and similarities of countries, and providing a new perspective that fosters interest in the region.

**[Deadline]** Editorial Ad 1/2 or full page March 24 (Thu)  
1/8 or 1/4 page March 31 (Thu)  
Display Ad April 14 (Thu)  
Submission of Artwork April 15 (Fri)

For further inquiry, please call 212-431-9970 ext. 130  
or email us at [adsales@chopstickny.com](mailto:adsales@chopstickny.com)





## Beauty Guide

Find the best salons and spas in the city, plus tips for hair salons and recommended treatment prices for spas.

► Coupon available at [www.chopsticks.com](http://www.chopsticks.com)

### HAIR SALON

**Elspen West** **Hochi Coupe II**  
201 E. 10th St. (bet. 3rd & 4th Ave.)  
718-963-8873  
\$140-\$160

**Eugen West** **Gravener-Schuck**

**Gravener-Schuck**  
Soprano Soprano's approach to hairdressing is a combination of art and science, and it's one of the results of that philosophy. The salon's services range from Japanese-style pampering to styling by European haircuts. 1818 Broadway (bet. 8th & 9th Aves.) 212-580-4040 [www.gravener-schuck.com](http://www.gravener-schuck.com)

**Elspen West** **Mitschi**  
201 E. 10th St. (bet. 3rd & 4th Ave.)  
718-963-8873  
\$140-\$160

**Lapin East** **Tomoko Shima Hair Salon**

If you're looking for private appointments in a classic Japanese style, this salon is the place to go. The hair stylists are highly trained and offer a variety of services, including a special hairdressing for children. 1918 Broadway (bet. 8th & 9th Aves.) 212-580-4040 [www.lapin.com](http://www.lapin.com)

**Mitschen-West** **Mitschi Salons New York**  
10 W. 36th St. (bet. 5th & 6th Aves.)  
212-695-0229  
\$140-\$160

**Mitschen-West** **Wifre**

12 W. 36th St. (bet. 5th & 6th Aves.)  
212-695-5803  
\$140-\$150

**Mitschen-West** **SALON VIKIN**

Specializes in men's and women's straight perms and relaxers. Salons also focus on styling and care for the future. Workshops, 15th floor, weekend. Open from 10 a.m. Recommended. 12 Rockefeller Plaza (between 46th and 47th Sts.) 212-580-3800 [www.vikin.com](http://www.vikin.com)

**Mitschen-East** **Big International**

140 Madison Ave. (bet. 1st & 2nd Aves.)  
212-529-5800  
\$140-\$160

**Mitschen-East** **Hair Mates Mitschen**

140 E. 48th St. (bet. Lexington & 5th Aves.)  
212-695-5803  
\$140-\$150

**Mitschen-East** **Hokkaido**

Try the newest plant technology from Japan. Bigoli & Hoy Hair. The combination of hydroponic and Japanese technology, 20 years experience, plus a variety of services. Recommended. 180 Madison Ave. (bet. 1st & 2nd Aves.) 212-529-4800 [www.hokkaido.com](http://www.hokkaido.com)

**Mitschen-East** **RH Plus Salons**

Try the newest plant technology from Japan. Bigoli & Hoy Hair. The combination of hydroponic and Japanese technology, 20 years experience, plus a variety of services. Recommended. 180 Madison Ave. (bet. 1st & 2nd Aves.) 212-529-4800 [www.RHplus.com](http://www.RHplus.com)

**Mitschen-East** **Maniac**  
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**Mitschen-East** **Manicure**  
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718-963-8873  
\$140-\$160

**Mitschen-East** **Sakura-Style**

141 E. 10th St. (bet. 3rd & 4th Ave.)  
718-963-8873  
\$140-\$160

**Mitschen-East** **Shige's Koushi**

141 E. 10th St. (bet. 3rd & 4th Ave.)  
718-963-8873  
\$140-\$160

**Mitschen-East** **Wine 55 Hair Salon**

102 W. 37th Ave. (bet. 5th & 6th Aves.)  
212-965-9500  
\$140-\$160

**Chidori** **Confidence Japan**

**Chidori**  
Confidence Japan offers a variety of services, including hair extensions, hair coloring, and hair styling. 100 W. 37th St. (bet. 5th & 6th Aves.) 212-965-9500 [www.chidori.com](http://www.chidori.com)

**Chidori** **Hokkaido Salons**  
102 W. 37th Ave. (bet. 5th & 6th Aves.)  
212-965-9500  
\$140-\$160

**Chidori** **Hochi Coupe I**  
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718-963-8873  
\$140-\$160

**Chidori** **Ken Sirigawase**  
102 W. 37th St. (bet. 5th & 6th Aves.)  
212-965-9500  
\$140-\$160

**Chidori** **KMV Salons**  
102 W. 37th St. (bet. 5th & 6th Aves.)  
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\$140-\$160

**Chidori** **Tomoko Shima Hair Systems**

**Chidori**  
Tomoko Shima Hair Systems offers a variety of services, including hair extensions, hair coloring, and hair styling. 100 W. 37th St. (bet. 5th & 6th Aves.) 212-965-9500 [www.chidori.com](http://www.chidori.com)

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**Chidori** **Wifre Salons**  
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212-965-9500  
\$140-\$160

**East Village** **889**  
101 E. 10th St. (bet. 3rd & 4th Ave.)  
718-550-2599  
\$140-\$160

**East Village** **Osaka**  
105 E. 10th St. (bet. 3rd & 4th Ave.)  
212-529-5202  
\$140-\$160

**East Village** **Hair Date**  
201 E. 10th St. (bet. 3rd & 4th Ave.)  
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212-529-5202  
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10 sessions for \$1,000

10 sessions for \$1,050

10 sessions for \$1,100

10 sessions for \$1,150

10 sessions for \$1,200

10 sessions for \$1,250

10 sessions for \$1,300

10 sessions for \$1,350

10 sessions for \$1,400

10 sessions for \$1,450

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10 sessions for \$1,600

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10 sessions for \$1,700

10 sessions for \$1,750

10 sessions for \$1,800

10 sessions for \$1,850

10 sessions for \$1,900

10 sessions for \$1,950

10 sessions for \$2,000

10 sessions for \$2,050

10 sessions for \$2,100

10 sessions for \$2,150

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10 sessions for \$2,750

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10 sessions for \$2,950

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10 sessions for \$3,950

10 sessions for \$4,000

10 sessions for \$4,050

10 sessions for \$4,100

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10 sessions for \$8,150

10 sessions for \$8,200

10 sessions for \$8,250

10 sessions for \$8,300

10 sessions for \$8,350

10 sessions for \$8,400

10 sessions for \$





## The 4th Annual Cover Artist Contest

# Cover Artist Wanted

Chopsticks NY® is currently looking for a talented artist to contribute cover art for the year 2012. Anybody can enter the contest. No experience required. We look forward to your fresh ideas, unique approach, and original view.



## Entry Rules

### Submission materials

1. A short essay explaining your approach to the cover of Chopsticks NY®. Clearly how you think your artwork represents the concept of the magazine.
2. A CD with sample images you would like to use for covers. You also can include your portfolio on the CD.
3. Your resume. (Please mail all of the materials to the address below)

\*PLEASE NOTE - Submitted Materials WILL NOT Be Returned! Do not send original artworks.

Trend Poi NY, LLC.

Attn: Chopsticks NY Cover Contest  
411 Lafayette St., 3rd Fl., New York, NY 10003

**APPLICATION DEADLINE: MAY 20, 2011**  
**NO ENTRY FEE REQUIRED**

\*Call or email for details: 212-431-8970 (x112) or [kamura@trendpoi.com](mailto:kamura@trendpoi.com)

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# FOOD DRINK GROCERY

## RESTAURANT REVIEW

cocoron / Sun-Chan Restaurant / Ocha

## ASIAN RESTAURANT REVIEW

Korea Palace

## LET'S EAT THE SEASON

Asparagus and Squid with Miso Sauce

## THE KURAMOTO

Kitaya Co., Ltd.

## LISTINGS

Japanese Restaurant

Asian Restaurant

## Soba / Japanese

### cocoron

17 Delancy St., (bet Allen & Mulberry Sts.), New York, NY 10002  
Tel. 212/420-1020 / [www.cocoron-ny.com](http://www.cocoron-ny.com)  
Lunch Tue-Sun 12pm-3pm (Dinner Mon-Sun 6pm-11pm)

Newcomer to the Lower East Side, **cocoron** is a 14-seater, cute soba (buckwheat noodle) joint. Soba is extremely nutritious with lots of protein, vitamins, and anti-oxidants, and that's what the executive owner-chef Mr. Yoshiaki Kida wants to promote. "Our mission is to propagate soba and its healthfulness in New York City," says Mr. Kida, who diligently worked with masters in prestigious soba restaurants in Tokyo before he moved to the U.S. To achieve his mission, he takes a unique approach, he is not only respecting the tradition but also becoming an innovator with an original style of soba dish. By his innovation soba (dipping style soba) series. Conventionally, dipping noodles are accompanied by cold sauce; however, Mr. Kida, after numerous trials and errors, developed a hot pot style dipping sauce. Currently 5 varieties are available, including popular Yuba, Shio-miso and Pork Kintochi. "Dip the noodles for about 5 seconds, and slurp it. That's the way you can enjoy the best taste of both soba and sauce," Mr. Kida suggests. If you still have sauce left, don't sip it all, but instead, you'll better order the Iaedama (more freshly boiled noodle) and enjoy the second round of bliss.



### PERK KIMCHI DIP SOBA



The noodles created by Mr. Kida. Needs three different types of buckwheat with the perfect ratio of additional wheat flour. It is boiled just to "al dente". The spiciness of the kimchi dip sauce is well balanced allowing you to savor the crispiness of the texture as well as the heat/crisp of pork.

### 3 Best Sellers

- Yuba Soba \$10
- Shio-miso Soba \$11.50
- Pork Kintochi Soba \$11.50

## JAPANESE

**Sun-Chan Restaurant**

2037 Broadway (bet. 103rd & 104th Sts) | New York, NY 10035  
Tel: 212.268.6200

Sun-Chan 5:30pm-12am, Fri/Sat: 5:30pm-3am

**Sun-Chan restaurant** might best be described as "Mesya", a Japanese term referring to a straight-forward, no-frills dining place, but the quality of food that pops out from this simpleistic kitchen may astound you. This old-school eatery on the Upper West Side is operated by a charming couple, Mr and Mrs. Inoumura, who serve outstanding rustic dishes from Japan, featuring cuisine from Nagoya and Nagasaki, the couple's respective hometowns. Signature dishes include *Mitsubushi* (Nagoya-style eel over rice) and *Nagoya Tebas* (chicken wings) and *Goto Udon*, which are rarely served at other Japanese restaurants. The portions tend to be big, and prices extremely affordable, catering to the university community that the establishment is in the heart of. "All our customers end up being regulars", says Mr Inoumura, but no one can blame the customers because

there is something about the coziness of this place that makes you feel at home right away. On Fridays and Saturdays, happy hour starts at 5:15pm where all drinks are 50% off and it goes on all night. So if you are looking for your home away from home, look no further because it can't get any better than this.



## MITSUBUSHI



Every dish here has the depth and warmth of true home-style Japanese cuisine. The large portion of *Mitsubushi* alone, you can split it three ways, first rice, next rice with scallions, and after scallions, rice, and lastly rice on scallions with dried bonito and wasabi.

**3 Best Sellers**

- *Mitsubushi* \$15 (for 2 people)
- *Nagoya Tebas* \$15
- *Goto Udon* \$10.75

## JAPANESE / SUSHI / ASIAN

**Ocha**

208 W. 40th St. (bet. 7th & 8th Aves) | New York, NY 10018  
Tel: 212.561.2198

Mon-Sun 11am - 11pm | [www.ochasushi.com](http://www.ochasushi.com)

Going to the theater on Broadway is a true New York experience, but these days, so is going for sushi, and the good thing about it is that you can do both with ease in the Big Apple. **Ocha** is a Japanese restaurant located right in the heart of the theater district, and they know how to make your theater night special with their creativity and bold presentation. Many of the items are truly original, like *Poketto* (unagi tartare and seaweed served on scallion pancake with spicy mayo) and *Magic Roll* (spicy tuna on the inside, crunchy crab and cucumber on the outside). "We do not aim for authentic Japanese food, but Japanese food with other Asian influences" says chef-owner Sam Lin. Many of his dishes play not only with fusion of spices, but also with fusion of texture, such as crunchy meets creamy, making it a party for all your senses. Some Japanese standards like *udon* noodles and *karuiz don* (spork eel and egg over rice) are also offered. Their lunch specials are a particularly good deal like *Lunch Bento (Spicy)* for only \$9 that comes with one entree, rice, soup, salad, California roll, and spring roll. They also do catering for parties and special occasions.



## POKETTO



*Poketto* (large) plated is a unique take on the *unagi* (eel) parrot (unagi topped with fresh tuna tartare and seaweed, served with two kinds of sauce). It's great as a snack, for cocktails. *Bento Box* (for Two) (small plate on top) includes a roll and a small sachet of the fish in sauce.

**3 Best Sellers**

- *Pao Seaweed Chilean Sea Bass* \$12.50
- *Shiso Mentaiko Roll* \$12.50
- *Yellowtail Asparagus* \$12.50

# The Power behind "Goriki"—Chiyomusubi Brewery

This month, Kirakuya's sake sommelier Keita Akaboshi talks with Mr. Haruo Okazora, President of Chiyomusubi Brewery about the secret behind the unique flavor of Chiyomusubi's Goriki.



Today, I wanted to ask you some questions I am getting from customers regarding the sake Goriki, as well as the rice type Goriki. First, in terms of characteristics, what would you say about Goriki sake?

One of the characteristics of sake produced with Goriki rice is that it is extremely light and clean like sake made from Yamadaishiki rice, and does not have much bitterness. It doesn't have an elaborate fragrance that would float up to the surface, but on the other hand, it has a lot of depth in its taste.

**What is the similarity between Goriki and Yamadaishiki rice?**

The similarity to Yamadaishiki is that the grain has a very long center. So it's well suited for sake that uses well polished grains. For example, the rice grain Chiyomusubi-goriki has a very round center, so 50% is the limit you can polish. Otherwise you will polish the center part as well. But grains like Yamadaishiki and Goriki can tolerate the extra polishing.

**What is the origin of Goriki rice?**

No one knows exactly how the rice grain came to be. We just know that sometime in the mid Edo period some people in Tottori Prefecture set out to make high quality rice. So a man named Goriki Watanabe went to live in the Kisanai region, to look for good rice to plant. Well, he brought back some grains that had no name, planted them in Tottori, and it turned out to become very good rice. No one knows why it was named Goriki, but it was an especially tall grain with very thick roots, so that's why it's assumed it was named Goriki (translated as Strong Power).



**How much Goriki rice is produced every year?**

Well, the Goriki rice only exists in Tottori Prefecture, and is not a kind of rice that gets used a lot, because it is very hard to grow. It costs about the same as Yamadaishiki, few people grow it. The grains are very tall and typhoons can destroy them easily. But a couple of years ago, some young farmers emerged that were willing to take on the challenge. So not too much is produced yet but we have increased our contract for five times the amount as last year.

**Can you age Goriki?**

Goriki is a kind of rice that gets better with age. Those that like aged sakes can purchase a bottle of Goriki and let it rest in the cellar for a year or two.

**What would pair best with Goriki sake?**

I think it goes better with richer, stronger tastes because this sake itself has a very strong presence.



**Chiyomusubi Brewery Co., Ltd.**  
131 Tsuchi-uchihi Sakaimachi-shi  
Tottori JAPAN 684-0004  
TEL +81-858-42-3181 / [www.chiyomusubi.jp](http://www.chiyomusubi.jp)  
**Kirakuya Sake Bar**  
21st Floor 200 Park Ave. New York, NY 10020  
TEL 212-685-7272 / [www.kirakuya-nyc.com](http://www.kirakuya-nyc.com)

## EVENT

April 4 Goriki Meiji of Kirakuya

During dinner Kirakuya will serve Goriki sake bottles at \$1 off the regular price of \$95. Kirakuya's chef will also create special dishes paired with the sake.



Upper East **Korean**  
1007 1st Ave (bet. 86th & 87th Sts) 200 L  
212-625-1900

Upper East **Iron Sushi**  
3001 7th St. (bet. 86th & 87th Ave) 200 L  
212-429-0254

Upper East **Indonesian**  
1048 1st Ave (bet. 86th & 87th Sts) 200 L  
212-885-8825

Upper East **Japanese Sushi**  
1102 1st Ave (bet. 86th & 87th) 200 L  
212-429-1190

Upper East **Kao Sushi**  
1106 1st Ave (bet. 86th & 87th Sts) 200 L  
212-884-2754

Upper East **Ka Sushi (York Ave.)**  
1125 1st Ave (bet. 86th & 87th Sts) 200 L  
212-429-1190

Upper East **Ka Sushi (York Ave.)**  
1179 York Ave (bet. 86th & 87th Sts) 200 L  
212-523-8800

Upper East **Karin Sushi**  
1147 1st Ave (bet. 86th & 87th Ave) 200 L  
212-429-1190

Upper East **Korean Sushi**  
1171 1st Ave (bet. 86th & 87th Sts) 200 L  
212-885-2716

Upper East **Kyoto Sushi**  
1184 Lexington Ave (bet. 86th & 87th Sts) 200 L  
212-884-8825

Upper East **Miso**  
4107 1st Ave (bet. York & 87th Ave) 200 L  
212-884-0500

Upper East **Mr. Sushi**  
1877 1st Ave (bet. 86th & 87th) 200 L  
212-885-1880

Upper East **Monde Sushi**  
  
1000 1st Ave (bet. 86th & 87th Ave) 200 L  
212-885-2850

Upper East **Paka**  
545 1 8th St (bet. 86th & 87th Ave) 200 L  
212-429-0000

Upper East **Sashibogen**  
401 1st Ave (bet. 86th & 87th Ave) 200 L  
212-884-6800

Upper East **Shabu-Shabu 10**  
3057 7th St. (bet. 86th & 87th Ave) 200 L  
212-884-9660

Upper East **Sushi House**  
1001 1st Ave (bet. 86th & 87th Sts) 200 L  
212-885-8822

Upper East **Sushi Saku**  
1875 1st Ave (bet. 86th & 87th Sts) 200 L  
212-885-0000

Upper East **Tenzo**  
1480 1st Ave (bet. 86th & 87th Sts) 200 L  
212-429-1180

Upper East **Tessou**  
1007 1st Ave (bet. 86th & 87th Ave) 200 L  
212-884-0800

Upper East **Tokkatsu 16**  
2141 1st Ave (bet. 86th & 87th Ave) 200 L  
212-884-0200

Upper East **TOM SUSHI**  
1103 1st Ave (bet. 86th & 87th Sts) 200 L  
212-884-2754

Upper East **Tosaya**  
1148 1st Ave (bet. 86th & 87th) 200 L  
212-884-0200

Upper East **Tosuki Restaurant**  
1179 1st Ave (bet. 86th & 87th Sts) 200 L  
212-884-0200

Upper East **Wagyu**  
1147 1st Ave (bet. 86th & 87th Ave) 200 L  
212-884-0005

Upper East **Wakasai Lushky**  
1007 1st Ave (bet. 86th & 87th) 200 L  
212-884-0000

Upper East **YUKA Restaurant**  
1007 1st Ave (bet. 86th & 87th Sts) 200 L  
212-884-0200

Upper East **Yoko**  
1007 1st Ave (bet. 86th & 87th Sts) 200 L  
212-884-0000

Midtown West **Aki Sushi**  
380 8th St (bet. 8th & 9th Ave) 200 L  
212-962-2966

Midtown West **Aski**  
294 8th St (bet. Broadway & 8th Ave) 200 L  
212-962-2226

Midtown West **Bancho 12**  
380 8th St (bet. 8th & 9th Ave) 200 L  
212-962-2200

Midtown West **Bancho**  
433 8th St (bet. 8th & 9th Ave) 200 L  
212-962-2966

Midtown West **Basic Miso**  
  
1000 1st Ave (bet. 86th & 87th Ave) 200 L  
212-885-2850

Midtown West **Blue Ribbon Sushi**  
200 8th St (bet. 8th & 9th Ave) 200 L  
212-962-2400

Midtown West **SEI GYO CURRY**  
  
1000 1st Ave (bet. 86th & 87th Ave) 200 L  
212-962-2900

Midtown West **Blue Sushi**  
1000 1st Ave (bet. 86th & 87th Ave) 200 L  
212-885-0000

Midtown West **Eros 95**  
200 8th St (bet. 86th & 87th Ave) 200 L  
212-429-2200

Midtown West **Es Sushi**  
1001 1st Ave (bet. 86th & 87th) 200 L  
212-884-2500

Midtown West **Flame**  
305 8th St (bet. Broadway & 8th Ave) 200 L  
212-884-0000

Midtown West **Hayashi Yu**  
1007 1st Ave (bet. 86th & 87th) 200 L  
212-884-2000

Midtown West **Imakaze**  
1000 1st Ave (bet. 86th & 87th) 200 L  
212-884-2100

Midtown West **Italia**  
1000 1st Ave (bet. 86th & 87th) 200 L  
212-884-0000

Midtown West **Ike 16**  
1000 1st Ave (bet. 86th & 87th Ave) 200 L  
212-884-1600

Midtown West **Itokaze**  
1000 1st Ave (bet. 86th & 87th) 200 L  
212-884-0000

Midtown West **KATSUWANABE**  
41-45 30th St (bet. 8th & 9th Ave) 200 L  
212-429-2140

Midtown West **Kochan-15**  
100 8th St (bet. 8th & 9th) 200 L  
212-884-1500

Midtown West **Kyoto**  
1000 1st Ave (bet. 86th & 87th) 200 L  
212-884-1000

Midtown West **Kyoto Sushi**  
1000 1st Ave (bet. 86th & 87th) 200 L  
212-884-0000

Midtown West **Meatless-Tei**  
10-16 10th St (bet. 8th & 9th Ave) 200 L  
212-962-1950

Midtown West **Meekoo-Ts**  
100 8th St (bet. 8th & 9th Ave) 200 L  
212-962-1950

Midtown West **Meister Sushi**  
31-1 34th St (bet. 8th-8th Ave) 200 L  
212-962-2600

Midtown West **Mitsuya**  
1000 1st Ave (bet. 86th & 87th) 200 L  
212-884-0000

Midtown West **Mitsuya 52**  
41-45 30th St (bet. 8th & 9th Ave) 200 L  
212-884-0000

Midtown West **Osche**  
1000 1st Ave (bet. 86th & 87th) 200 L  
212-884-0000

Midtown West **Oyako Sushi**  
1000 1st Ave (bet. 86th & 87th) 200 L  
212-884-0000

Midtown West **Rei & Yae**  
1000 1st Ave (bet. 86th & 87th) 200 L  
212-884-2117

Midtown West **Sake Bar Ring**  
102-104 8th St (bet. 8th & 9th Ave) 200 L  
212-962-4900

Midtown West **Suppon**  
100 8th St (bet. 8th & 9th Ave) 200 L  
212-962-1952

Midtown West **Shabu**  
100 8th St (bet. 86th & 87th) 200 L  
212-884-1000

Midtown West **Saito Nippon**  
100 8th St (bet. 86th & 87th Ave) 200 L  
212-884-0000

Midtown West **Seiganno**  
1007 1st Ave (bet. 86th & 87th) 200 L  
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886 8th St (bet. 8th & 9th Ave) 200 L  
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1000 1st Ave (bet. 86th & 87th) 200 L  
212-884-0000

Midtown West **Sushidien**  
1000 1st Ave (bet. 86th & 87th Ave) 200 L  
212-884-0000

Midtown West **Sushizuka**  
1000 1st Ave (bet. 86th & 87th Ave) 200 L  
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Midtown West **Techiko Sakeya**  
100 8th St (bet. 86th & 87th) 200 L  
212-884-1000

Midtown West **Tokyo Sushi**  
1000 1st Ave (bet. 86th & 87th) 200 L  
212-884-0000

Midtown West **Tokyo Sushi**  
1000 1st Ave (bet. 86th & 87th) 200 L  
212-884-0000

Midtown West **Tokyo Sushi**  
1000 1st Ave (bet. 86th & 87th) 200 L  
212-884-0000

Midtown West **Yummy Sushi**  
1000 1st Ave (bet. 86th & 87th) 200 L  
212-884-0000

Midtown East **Akutagawa Sushi**  
1214 46th St (bet. 8th & 9th Ave) 200 L  
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212-884-0000

Midtown East **Asuka**  
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212-884-0000

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1000 1st Ave (bet. 86th & 87th Ave) 200 L  
212-884-2100

Midtown East **EDO Tonkotsu House**  
2000 1st Ave (bet. 86th & 87th Ave) 200 L  
212-884-0000

Midtown East **Ego-Kojo**  
100 1st Ave (bet. 86th & 87th) 200 L  
212-884-0000

Midtown East **Hakoban**  
The Hakoban (2nd Floor) (bet. 8th & 9th) 200 L  
212-884-2117

Midtown East **Horo**  
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212-445-1771

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184 23rd St (bet. 6th & 7th Aves)  
212-445-1979

**Gramercy** **Sushi SAMBA**  
285 Park Ave (bet. 36th & 37th Sts)  
212-445-0001

**Gramercy** **Sushi SEN-YAN**  
380 8th Ave (bet. 10th & 11th Aves)  
212-968-0005

**Gramercy** **Takarou Ramen**  
108 23rd St (bet. 6th & 7th Sts)  
212-445-0005

**Gramercy** **YAMA Restaurant**  
102 E. 36th St (bet. 6th & 7th Sts)  
212-968-0005

## West Village

**West Village** **Minami Sushi**  
181 W. 4th St (bet. 6th & 7th Aves)  
212-431-0045

**West Village** **Shin-Ramen Sushi**  
191 5th Ave (bet. Spring & Prince Sts)  
212-533-0201

**West Village** **Cho Cho Sushi**  
A neighborhood restaurant perfectly located in the heart of the West Village. Our unique traditional Sushi cooking techniques bring out the best in healthy fish or flavorful greens. Sashimi, donburi, and more.

18 W. 10th St (bet. 6th & 7th Aves)  
212-431-0000  
www.chochosushiwestvillage.com

**West Village** **Hakata Tenjiku**  
111 Greene St (bet. 10th & 11th Aves)  
212-224-3700

**West Village** **Masumi**  
184 1st Ave (bet. Thompson & 2nd Sts)  
212-510-1020

**West Village** **Miyabi**  
200 W. 13th St (bet. 8th & 9th Avenues)  
212-510-2300

**West Village** **Nagomi**  
101 23rd St (bet. Thompson & 2nd Sts)  
212-510-2300

**West Village** **Rekkozaushi**  
12 Greene St (bet. 4th & 5th Aves)  
212-510-2300

**West Village** **Soco**  
180 8th Ave (bet. 10th & 11th Aves)  
212-444-2000

**West Village** **Sushi Mambo**  
250 Franklin St (bet. Jerry & Canal Sts)  
212-510-0000

**West Village** **Sushi Roave**  
260 1st Ave (bet. 6th & 7th Aves)  
212-445-0000

**West Village** **Tessu Sushi**  
121 Thompson St (bet. 6th & 7th Aves)  
212-471-1000

**West Village** **Uchiyakkozaushi**  
120 9th Avenue (bet. 6th and 7th Aves)  
212-510-0000

**West Village** **YAMA on Columbus St**  
384 Columbus St (bet. 6th & 7th Aves)  
212-968-0001

## East Village

**East Village** **Ashuya**  
180 1st Ave (bet. 10th & 11th Sts)  
212-968-1200



# cho cho san

Japanese Restaurant

15 W. 8th St. (bet. 5th & 6th Aves)

212-475-3399

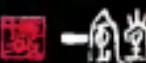
www.chochosanrestaurant.com

\$10 ALL YOU CAN DRINK HIBACHI

BOTTLE OF WINE 1/2 PRICE

## FEATURED RAMEN OF THE MONTH

AVAILABLE  
THROUGH MAY



### IPPUDO NY

48 4th Ave (bet. 1st & 2nd Sts)  
212-348-0068  
www.ippudony.com

Mon-Tue 11am-2pm 5pm-11pm  
Wed-Fri 11am-2pm 5pm-11pm  
Sat 11am-10pm  
Sun 11am-9pm

For easy online ordering visit [www.ippudony.com](http://www.ippudony.com)

IPPUDO  
KABANE AZU

NAKASU  
KAWABATA  
SHOYU

**RAMEN**

# KUBOYA

NOW SERVING ALCOHOL!



Ramen from \$9-

286 E. 23rd St. (bet. Avenue A & B)  
need to restaurants Mince  
212-777-7010  
info@kuboya.com / [www.kuboya.com](http://www.kuboya.com)  
Sun-Thu 12pm-12am / Fri & Sat 10pm-1am  
Reservations accepted (up to 20 people)

<b>East Village</b>	<b>Menya</b>
5287 19th St. (btw. 8th & 9th Avs.) 212-625-0000	\$10-\$15
<b>East Village</b>	<b>Natsu</b>
83-32 2nd Ave. (btw. 8th & 9th Avs.) 718-459-4711	\$10-\$15
<b>East Village</b>	<b>Breakfast Cafe Zim</b>
101 W. 10th St. (btw. 6th & 7th Avs.) 212-420-0000	\$10-\$15
<b>East Village</b>	<b>Yakitori</b>
10th St. between 2nd and 3rd Aves. 212-420-0010; <a href="http://www.yakitoriz.com">www.yakitoriz.com</a>	\$10-\$15
<b>East Village</b>	<b>Asakusa</b>
Specialty Rice Bks. and 2-3 Weeks Pk. 212-420-8020	\$10-\$15
<b>East Village</b>	<b>Ghi Trattoria</b>
8-12 2nd Ave. (btw. 8th & 9th Avs.) 718-459-1000	\$10-\$15
<b>East Village</b>	<b>Okabaya</b>
Along Avenue A, just off 2nd Street Specialties in popular Japanese comfortfood. Teriyaki, ricebowls, sushi, ramen, and Okabaya plates are just a few of the items. Great for group meals or just a few entrees. Great for you and your date. See our recommendations page.	\$10-\$15
100 E. 10th St. (btw. 2nd & 3rd Aves.) 212-420-0020	\$10-\$15
<b>East Village</b>	<b>Yaki Ramen</b>
Yaki ramen specialty menu tempura + dumplings with rice + meat + eggplant sound good? No? No worries, you can also get fried dumplings in their 2nd Mx. East location. We recommend the neighborhood-style menu.	\$10-\$15
234 E. 10th St. (btw. 4th & 5th Aves.) 212-421-7000	\$10-\$15
<b>East Village</b>	<b>Ramen Kuboya</b>
524 E. 9th St. (btw. Avenue A & 1st Ave.) 212-420-9900	\$10-\$15
<b>East Village</b>	<b>Ramen Teppanya (St. Marks Pl.)</b>
349-351 Madison Pl. (btw. 2nd & 3rd Aves.) 212-920-9990	\$10-\$15
<b>East Village</b>	<b>Robeksuya NY</b>
20 E. 9th St. (near 2nd Avenue) D-1 212-420-6674	\$10-\$15
<b>East Village</b>	<b>Soba Bar Gochujang</b>
246 E. 10th St. (btw. 8th & 9th Avs.) 212-620-6720	\$10-\$15
<b>East Village</b>	<b>Soba Bar Soba</b>
200 E. 10th St. (btw. 8th & 9th Avs.) 212-420-0020	\$10-\$15
<b>East Village</b>	<b>Supper Club</b>
79-81 2nd Ave. (btw. 8th & 9th Avs.) 718-459-1333	\$10-\$15
<b>East Village</b>	<b>Shohei-Totto</b>
294-296 10th St. (btw. 8th & 9th Avs.) 212-420-0002	\$10-\$15
<b>East Village</b>	<b>Sotoboku</b>
234-244 10th St. (btw. 8th & 9th Avs.) 212-420-0002	\$10-\$15

<b>East Village</b>	<b>Sakura</b>
	Maintaining quality as the first 24 hr. quality establishment located from Japan. 100% authentic Japanese food. We offer a healthy menu with low fat, low sodium, low calorie, with full nutrition and delicious. Only special cuisines and solo entrees available for 10\$.
229 E. 10th St. Bet. 2nd & 3rd Ave.	212-625-4700 <a href="http://www.sakura-newyork.com">www.sakura-newyork.com</a>
<b>East Village</b>	<b>Sousan East Village</b>
	30th fl. 100 E. 10th St. (between Ave A & B) 212-625-7150
<b>East Village</b>	<b>Sousan Restaurant</b>
	200 E. 13th St. bet. University & 1st Avenue 212-625-7150
<b>East Village</b>	<b>Sushi Lounge</b>
	American-Asian cuisine in a casual atmosphere at a reasonable price. 100% authentic Japanese cuisine. We offer a variety of menu items including Sushi, Sashimi, Tempura, and Maki rolls. We also offer 12 different sets and bowls to satisfy your craving. Grilled & baked items like teriyaki chicken, salmon, and more. We also have 10 different types of rice to choose from.
1-20 W. 3rd St. bet. Ave A & B	212-965-1000 <a href="http://www.sushilounge.com">www.sushilounge.com</a>
<b>East Village</b>	<b>Takemoto East Village</b>
	100 E. 14th St. bet. 1st & 2nd Ave 212-625-2700
<b>East Village</b>	<b>Tengoku</b>
	200 E. 10th St. Bet. 2nd & 3rd Ave 212-625-0500
<b>East Village</b>	<b>Typhoon</b>
	200 E. 14th St. bet. 1st & 2nd Ave 212-625-0500
<b>East Village</b>	<b>Ukiza West</b>
	1-18 W. 3rd St. bet. 1st & 2nd Ave 212-965-1000 <a href="http://www.ukizawest.com">www.ukizawest.com</a>
<b>East Village</b>	<b>Umibachi</b>
	Umibachi is a Japanese seafood resturant located in East Village with over 500 sets of table and chairs. All authentic Japanese cuisine. We offer a variety of menu items including Sushi, Sashimi, Maki rolls, Tempura, and more. We also have 10 different types of rice to choose from.
180 E. 10th St. bet. 1st & 2nd Ave 212-625-0500	212-625-0500 <a href="http://www.umibachi.com">www.umibachi.com</a>
<b>East Village</b>	<b>Village Volekotsu</b>
	80 Gramercy St. (bet. 1st & 2nd Ave) 212-596-5500
<b>East Village</b>	<b>Yakihana West</b>
	290 E. 10th St. bet. 2nd & 3rd Ave 212-625-0500
<b>East Village</b>	<b>Yakihana</b>
	32 W. 13th St. bet. 2nd & 3rd Ave 212-229-0400
<b>East Village</b>	<b>Yoshi Sushi</b>
	100 E. 10th St. bet. 1st & 2nd Ave 212-965-0400
<b>East Village</b>	<b>Ypsilon Restaurant</b>
	100 E. 10th St. bet. 1st & 2nd Ave 212-979-0000
<b>Lower Manhattan</b>	
<b>Lower Manhattan</b>	<b>Brasserie</b>
	170 Broadway (between Courtland & St. John) 212-432-1744
<b>Lower Manhattan</b>	<b>Brasserie</b>
	30 Broadway (between St. Paul & St. John) 212-730-0000

Lower Manhattan	Zeppa
27 Hudson St. (bet. Jay & Greenwich St.)	212-960-3001
27 Hudson St.	212-960-3001

## Brooklyn

Brooklyn	10 & 8
105-20 30th St. (bet. Myrtle & Nostrand Av.)	718-264-2702
105-20 30th St.	718-264-2702

## Blue Ribbon Sushi

Brooklyn	Blue Ribbon Sushi
270 Myrtle St. (bet. 3rd & 5th Aves.)	718-485-0800

## Buna

Brooklyn	Buna
198 Grand Concourse (bet. Nostrand & Nostrand Av.)	718-277-7778

## Osaku

Brooklyn	Osaku
201 Franklin Ave. (bet. Franklin & Prospect Pkwy.)	718-235-6700

## Hakone

Brooklyn	Hakone
200 Myrtle St. (bet. St. Alphonsus & Franklin Pkwy.)	718-235-5435

## Hibachi

Brooklyn	Hibachi
300 Henry St. (bet. Franklin & St. J.)	718-260-8802

## Iron Chef House

Brooklyn	Iron Chef House
38 Clark St. (bet. Union & St. Henry St.)	718-654-0113

## Kappa Soba House

Brooklyn	Kappa Soba House
380 4th Ave. (bet. 7th & 8th Aves.)	718-261-2539

## Ku Sushi

Brooklyn	Ku Sushi
425 5th Ave. (bet. 4th & 5th Aves.)	718-260-0205

## Mizu

Brooklyn	Mizu
123 Franklin Ave. bet. Franklin & St. John St.	718-235-4996

## Morimoto

Brooklyn	Morimoto
259 Franklin Ave. (bet. 1st & 2nd Aves.)	718-235-1272

## Osaku

Brooklyn	Osaku
197 Court St. (bet. Congress & Front St.)	718-235-0001

## Osaké Restaurant

Brooklyn	Osaké Restaurant
217 Myrtle Ave. (bet. Tuxedo & St. James Pl.)	718-261-0000

## OZ

Brooklyn	OZ
100 Franklin Ave. (bet. Myrtle & Henry St.)	718-261-5298

One to Remember - a restaurant and lounge serving Japanese & Korean fusion cuisine, as well as delicious Manhattan food. This appealing eatery is a regular choice for corporate bookings for the first round. In the city, One to Remember offers other great food and live entertainment options right around the corner. (See "One to Remember" for more information.)

100 Franklin Ave. (bet. Myrtle & Henry St.)

718-261-5298 | [www.oznyc.com](http://www.oznyc.com)

## Spicy Soba

Brooklyn	Spicy Soba
160 Myrtle Ave. (bet. Myrtle & St. James St.)	718-235-0002

160 Myrtle Ave. (bet. Myrtle & St. James St.)

718-235-0002 | [www.spicysoba.com](http://www.spicysoba.com)

## Sukare

Brooklyn	Sukare
103 Myrtle Ave. (bet. 1st & 2nd Aves.)	718-235-0001

103 Myrtle Ave. (bet. 1st & 2nd Aves.)

718-235-0001 | [www.sukare.com](http://www.sukare.com)

Brooklyn	Supper Club Japanese
103 Myrtle Ave. (bet. 1st & 2nd Aves.)	718-235-1421

Brooklyn	Supper Club
480 Henry St. (bet. 1st & 2nd Aves.)	718-235-0225

Brooklyn	Taco Santa
480 Henry St. (bet. 1st & 2nd Aves.)	718-235-0225

Brooklyn	Taco Tacos
218 1/2 Myrtle Ave. (bet. 1st & 2nd Aves.)	718-421-3208

Brooklyn	Ten Yakuza
101 W. 4th Ave. (bet. 1st & 2nd Aves.)	718-420-8222

Brooklyn	Ten Yakuza
101 W. 4th Ave. (bet. 1st & 2nd Aves.)	718-420-8222

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Brooklyn	Ten Yakuza
101 W. 4th Ave. (bet. 1st & 2nd Aves.)	718-420-8222

Brooklyn	Ten Yakuza
101 W. 4th Ave. (bet. 1st & 2nd Aves	

## Long Island

Long Island	Alert
2500 Merrick Rd, Union, NJ 07738	200-47-1
500-520-3333	✓
Long Island	Confirms
2400 Merrick-Ray Merrick, NY 11570	200-47-1
200-47-1202	✓
Long Island	Dismissed
800 Merrick Business Center Rd	200-47-1
200-223-8071	✓
Long Island	Revised

## The Bronx

Long Island	<b>TAHOE Restaurant</b> 103 Village Rd, Hoboken, NJ 07030 (201) 645-8113	
Long Island	<b>Tokio Sushi</b> 621 Avenue of the Americas, NY 10019 (212) 687-9883	
Long Island	<b>Toku Sushi</b> 1000 University Avenue, NY 10025 (212) 967-2809	
Long Island	<b>Restaurant Tresgusto</b> 	
	<small>Since 1995, this authentic Japanese-style restaurant has been a favorite in Kew Gardens. The menu features a variety of Japanese and American dishes, including a wide selection of fresh fish. The restaurant is known for its friendly service and delicious food.</small>	
	<small>From the regular menu, try the salmon nigiri and the chef's special. Both are popular with regular patrons.</small>	
	<small>43 Main St., Kew Gardens, NY 11415 (718) 471-9525</small>	
Long Island	<b>Vakil's Paletta Too</b>	

## Westchester

Wachholder	Name
207 Rehland Farm Rd., Homer, NY 14847	SW
314-711-5583	S
Wachholder	Name
207 Rehland Farm Rd., Homer, NY 14847	SW
314-711-5583	S
Wachholder	Name
125 Monroeville Rd., Webster, NY 14570	SW
314-261-5201	S
Wachholder	Name
403 Southgate Rd., Webster, NY 14570	SW
314-453-2500	S
Wachholder	Name
125 Main St., Webster, NY 14570	SW
314-453-2500	S

100

NAME/ADDRESS	TELEPHONE
Mr. Green/Mr. Sunshine	NY 10-8888
514-723-7767	
Mr. Sunshine	Teleco
514-723-7200	NY 10-8840
514-723-0700	
Mr. Sunshine	Teleco
200 E. 23rd Street	NY 10010
514-555-0000	

## Mountain

<b>Upstate</b>	<b>Kids Name</b>	<b>50%</b>
111 E Washington Ave, Poughkeepsie, NY (845) 235-8895		
<b>Upstate</b>	<b>Sakonnet River NY</b>	<b>50%</b>
1000 Route 102, Cork Hill, Poughkeepsie, NY (845) 235-3695		

### Conclusion

<b>Commemorative</b>	<b>Feji Garden Steak House</b>
2750 Yellow St. Princeton, NJ 08540	<b>201-453-1700</b>
<b>Commemorative</b>	<b>Kane</b>
44 W. Main St. Newark, NJ 07102	<b>201-646-1400</b>
<b>New Jersey</b>	
<b>New Jersey</b>	<b>Abita Bistro Lounge</b>
11 W. Broad St. (Intersection: Route 202)	<b>201-643-0000</b>
<b>New Jersey</b>	<b>Averyton</b>
1801 Washington Ave. N. Hoboken, NJ 07030	<b>201-251-2500</b>
<b>New Jersey</b>	<b>Asahi Japanese</b>
149-1500 Broad Rd. Roseland, NJ 07068	<b>201-844-6110</b>
<b>New Jersey</b>	<b>Domenico</b>

## New Jersey

New Jersey	At the Beach Lounge
11 W. Broad St. (Bergenfield, NJ 07621-1000)	\$10-\$15
<b>New Jersey</b>	<b>Aryama</b>
1407 Washington Street, NJ Metuchen 08810 231-221-1200	\$10-\$15
<b>New Jersey</b>	<b>Asahi Japanese</b>
141-145 Broad Street, NJ Metuchen 08810 201-844-6113	\$10-\$15
<b>New Jersey</b>	<b>Daewoo</b>
992 Mainland Park, Metuchen, NJ 08810 908-279-0000	\$10-\$15
<b>New Jersey</b>	<b>Haga Sushi</b>
2024 Conover Ave. (Arlington Park, NJ 07004-1000) 201-461-5405	\$10-\$15
<b>New Jersey</b>	<b>Kobe Umai Restaurant</b>
902 Mainland Park, Metuchen, NJ 08810 908-279-2210	\$10-\$15
<b>New Jersey</b>	<b>ICHIBAN</b>
1201 Broadmoor Ave. (W. Caldwell, NJ 07046) 973-249-1110	\$10-\$15
<b>New Jersey</b>	<b>Ichibana</b>
404 Washington Ave. (Hoboken, NJ 07030) 201-495-0200	\$10-\$15
<b>New Jersey</b>	<b>Italian Terrace (NJ - 2 locations)</b>
801 W. Broad Street, Newark, NJ 07102 201-623-1432	\$10-\$15
<b>New Jersey</b>	<b>KBU</b>
389 W. 12th Street, Newark, NJ 07102 201-656-2200	\$10-\$15
<b>New Jersey</b>	<b>Kamegashira</b>
191 Main Street, Ste. 100, Englewood, NJ 07632 201-562-4340	\$10-\$15
<b>New Jersey</b>	<b>Kamegashira Too</b>
located at waterfront, Jersey City, NJ 07302 201-622-1000	\$10-\$15
<b>New Jersey</b>	<b>Karate Japanese</b>
1000 Main Street, Jersey City, NJ 07302 201-622-1100	\$10-\$15
<b>New Jersey</b>	<b>Korean Sushi</b>
1000 Main Street, Jersey City, NJ 07302 201-622-1100	\$10-\$15
<b>New Jersey</b>	<b>Princeton Town Sushi</b>
111 W. 4th Street, Princeton, NJ 08542 609-924-4200	\$10-\$15
<b>New Jersey</b>	<b>Shabu Shabu &amp; Grill</b>
111 W. Broad Ave. (Arlington, NJ 07004) 201-461-5405	\$10-\$15
<b>New Jersey</b>	<b>Seaside Sushi</b>
992 Mainland Park, Metuchen, NJ 08810 908-279-2210	\$10-\$15

GATE

New Jersey	Sakura-Kane
101 Washington Ave. P.O. Box 9000, NJ 07040	100
201-643-4700	
New Jersey	Sankoku (Mitsubishi)
561 Route 94, Paramus, NJ 07652	100
201-264-1990	
New Jersey	Sauko Seido (Mitsubishi)
561 Franklin, Englewood, NJ 07632	100
201-871-0713	
New Jersey	Says
2717 Route 44, P.O. Box 1000, NJ 07074	100
201-481-4500	
New Jersey	Says Recovery
1801 Jefferson Hwy., Gretna, LA 70056	100
201-715-1580	
New Jersey	Umeaya
191 Harrison Ave., Elizabeth, NJ 07205	100
201-879-8811	
New Jersey	Yakitori '95

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CAFE	
Upper West	Board Pages Upper
210 Broadway (at 70th St.)	Green Pub
212-510-2012	
Upper East	Chase Factory
1085 Madison Ave (6th-7th fls.)	Green Pub
212-734-3300	
Midtown West	Cafe Zanyo Matsumoto
1520 Broadway (at 42nd St.)	Bar
212-584-4995	
Midtown West	Blumenste Etchison
1080 6th Ave (bet. 48th & 49th Sts.)	Green Pub
212-580-5572	
Midtown East	Cafe Zanyo Matsumoto
1017 42nd St (bet. Madison & 5th Aves.)	Bar
212-573-4880	
Midtown East	Chase Factory
901 3rd Ave (bet. 40th & 41st Sts.)	Green Pub
212-829-0000	
East Village	Cafe Zanyo East Village
101 Cooper Sq (bet. 1st & 2d Sts. Monk St.)	Bar
212-529-8898	
East Village	Chikinross
250 E 8th St (bet. 1st & 2nd Aves.)	Green Bar
212-545-4525	
East Village	PRIMA
14 Stuyvesant St (bet. 1st & 2d Aves.)	Bar
212-987-7000	
Lower Miles	Rheims Cafe
101 2nd Ave (bet. Broadway & 8th St.)	Green Pub
212-510-2045	
New Jersey	Godfather Bakery
181 Kitchellwood Rd, Paramus NJ 07042	Bar
201-454-7331	
New Jersey	Blumenste Etchison
555 E 4th St, Ridgewood, NJ 07450	Green Pub
201-323-0205	
New Jersey	Panierette
280 Main St, Fort Lee, NJ 07024	Bar
201-555-4438	

## ABRAOME

#### ANSWER



# True World Foods Presents a Culinary Dojo

Bringing thousands of thousands of new products and the latest equipment, the International Restaurant & Foodservice Show is becoming more and more important in the demanding NYC food industry every year. This year, it attracted as many as 14,000 food professionals, and one of the cornerstones of the Show was the Culinary Dojo presented by True World Foods, a U.S.-based Japanese food export distributor. Six high profile chefs in NYC exhibited their masterful techniques, preparing seafood, including sustainable blueskin tuna that's widely getting attention. All of this was provided by True World Foods, and mostly from Tokyo's Tsukiji Fish Market.

Chef Naryuki Kobayashi of MEGU pioneered the Dojo, showing a traditional "sashiki" technique by using *aj* (Jack knife-style). He not only amazed the audience with his fluid knife skills but also wowed the audience with the gorgeous presentation of tuna using bend, bone and tail of *aj*. One audience, chef from Long Island, said, "It showed me a way to utilize part of the fish that I normally not know how to use because they don't teach those skills in western culinary education. It was nice to observe the chef's knife skills as well."

Following this, Chef Hideto Kurokura of Ushizakana made two demonstrations, first using *maguro* (tuna), a great choice that is a somewhat unusual ingredient in the U.S. market, and second with *saba* (mackerel). *Saba* is a common fish in Western cuisine, but the techniques Chef Kurokura showed were uniquely Japanese. When the audience tasted his saba dishes prepared in *yalaku* (blanching) and *tsukizuke* (cured with *marinada* (soy sauce)), they were impressed at the sophistication of Japanese culinary culture.

"I always wanted to promote Japanese cuisine beyond ramen or soba," said the next presenter, Chef Masaaki Abe from Izu Japanese Brasserie. He used *uni* (sea urchin) and made *chirashi-zushi*, a traditional Japanese egg casserole, as well as a rich flavored souce for scallops by mixing *uni* puree with *bonito*. "Uni might be eaten only raw in this country, but I tried to show that it can be prepared in many different ways," he said. His cooking technique is quite close to Western style, and the

sashimi could get slim that can be used their cooking right away.

The second day of demonstration started with snapper. Chef Kunihide Nakajima of Shokuhin cooked snapper in three different ways: freshly sliced snapper, *pubiki* style, and *kokujime* style. "The flavor of seafood changes seasonally, and fatty snapper in spring especially gives exquisite flavor to between skin and meat. The *yohaku* technique is the best way to enjoy that part," Chef Nakajima emphasized.

The highlights of the day were two demonstrations using *Ten-Quo Maguro*, sustainable blueskin tuna via artificial hatching, which True World Foods distributes in the U.S. Chef Meisaku Aida from Gari 46 performed the classic raw cutting demonstration with *Ten-Quo Maguro*. "What I wanted to promote today is the Japanese philosophy of how to minimize the waste. In Japan, we use almost all the parts and never waste dishes," he said. He showed "bagaku" packing techniques that is effective to utilize the fibrous part of the maguro without spoiling.

Chef Douglas Kim of the Chef's Table at Brooklyn Fare also used *Ten-Quo Maguro* and created dishes with western flair, both raw and cooked. "Since I'm the only non-Japanese chef in the Dojo, I wanted to show some different ways to approach the ingredients, so customers can relate. Not fusion, but something using Japanese ingredients and American techniques," commented Chef Kim. The audience showed great interest particularly in Chef Kim's sauce featuring *fermented fish* and *peanut* juice that spurs up *Ten-Quo Maguro*.

Promoting practical, informative, and rarely shown Japanese cooking techniques, the Culinary Dojo inspired the attendees and encouraged them to incorporate what they learn into their cuisine.



Unagi magically transformed into a fluffy chawanmushi (egg custard) and *unagi* sashimi and *unagi* sashimi by Chef Abe.



Chef Aida showed dynamic and accurate techniques to cut *Ten-Quo Maguro*, sustainable blueskin tuna via artificial hatching.



As the only non-Japanese chef in the dojo, Chef Kim introduced how to incorporate Japanese ingredients and American techniques.



Chef Kim's *fermented fish* sashimi the flavor of shiso (red and green) part of *Ten-Quo Maguro*.

True World Foods is the primary wholesaler and distributor of a full line of fresh and frozen seafood and specialty grocery items in North America. True World Foods brings quality seafood to the U.S. market directly from Tokyo fish market.

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Tokyo Express: [www.tokyoexpress.com](http://www.tokyoexpress.com)

*Ten-Quo Maguro*: [www.tenquo.com](http://www.tenquo.com)





## Other Asian Restaurant Guide

2011 Average restaurant price: items under \$1000 are considered to be less expensive.

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# CHOPSTICKS PICK KOREA PALACE

## Midtown's Secret Fine Korean Dining

For an authentic Korean dining experience in Manhattan, you don't always have to end up in Koreatown. Tucked away in the heart of the business district in Midtown East, is Korea Palace which may not be the most known Korean restaurant in the city, but it is well-known to certain people, namely Korean VIPs whom the establishment has mostly catered to for over a decade. In addition to the spacious open seating, the large restaurant has 5 additional private rooms that can host up to 6, 10, and 30 people, making it ideal for those that prefer an exclusive experience for family or business gatherings.

Cuisine at Korea Palace has always been known for its authenticity, but ever since new management took over last year, the new executive chef has been cooking up more fancy

appetizers which change every three months, and adding an extra touch of pose and elegance to the Korean standards. The menu covers traditional dishes from many different regions of Korea. "We want our customers to know what authentic Korean food tastes like," says manager, Mr. Kevin Kim. One of the most popular dishes in his restaurant is *Mukbang* Jjim (soft caesar with saffron), and the two different kinds of *Bibimbap*, but for those that are not sure what to order, the *Peo Peo Combination* is a great choice.

Currently Korea Palace has specials everyday of the week, ranging from Jazzy Lady Wednesday where wine is free all night for ladies, Spicy Mondays where spicy pork and chicken BBQ are 50% off, and Boss Up Saturdays where your entire bill will be 25% off.



► One of the signature dishes at Korea Palace is the Spicy Smothered Beef.



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Food Valley	Wok's Viet
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Upper Manhattan	Asante
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Upper East Side	Amber
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Upper East Side	Asia
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**Sake Jargon** vol.3

**MUROKA and NIGORI**

"muroka" means unfiltered, but in this case, it specifically means "not filtered with charcoal". It results the frothy separated sake taste. Sakes that skip either the pasteurization or filtering process or both, allow the richness of the rice to remain in the aroma, flavor and sometimes color. "Nigori" is a cloudy sake taste in which the unfermented portion of the rice is left, giving the sake a cloudy white color or chunks of rice floating inside. Since the rice here are still working in the sake even after it's heated, some of the rags are sparkling. Just be careful when you open it.

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# Let's Eat the Season

## -Asparagus-



Spring is just around the corner, and our dinner tables are about to bloom with spring-colored dishes made from refreshing natural ingredients. This month, *Chopsticks* uses two seasonal ingredients, green asparagus and squid, to make the perfect spring appetizer. In addition to having an abundance of vitamins A, C, and E, asparagus is also a rich source of asparagine, an amino acid. Asparagine helps to synthesize protein in the body, promotes metabolism, and aids in

combating fatigue. Squid is low in calories and fat but high in protein, so it is an ideal ingredient in your healthy diet plan. Asparagus and Squid with Miso Sauce is spiced up with a Japanese traditional sauce called *karashi miso* (spicy vinegar miso). This thick sauce is often used for dipping boiled seafood and vegetables. Its pungent flavor perfectly harmonizes with the simple asparagus and squid and adds a kick. It is a healthy substitute for mayonnaise.

### Asparagus and Squid with Miso Sauce



1. Drain squid and put into ice bath immediately.
2. When squid has completely cooled, pat with paper towel and pat dry.
3. Blanch asparagus as you did the squid.
4. Put miso, sugar, and mirin into microwave-safe bowl and mix well.
5. Microwave onto medium for 30 seconds.
6. Take out from microwave and add vinegar and Japanese mustard and mix well.
7. Toss squid, asparagus, soaked seaweed seaweed, and miso sauce.
8. Serve in small bowl.



#### [INGREDIENTS] (Serves 4)

- |  |  |                                       |                                      |
|--|--|---------------------------------------|--------------------------------------|
| <input type="checkbox"/> 1 cup asparagus (cut into 2-inch long pieces) | <input type="checkbox"/> 1 lb cleaned squid  | <input type="checkbox"/> 3 tbsp mirin | <input type="checkbox"/> 2 tbsp miso |
| <input type="checkbox"/> 1 tbsp sugar                                  | <input type="checkbox"/> 2 tbsp rice vinegar |                                       |                                      |
| <input type="checkbox"/> 1 tsp Japanese mustard (karashi)              |  |                                       |                                      |
| <input type="checkbox"/> ½ cup soaked wakame seaweed (optional)        |  |                                       |                                      |

#### [DIRECTIONS]

1. Slice squid body into thin rings. Cut tentacles into bite-sized pieces.
2. Boil 5 cups of water and add salt (or though cooking point). Put squid into boiling water and cook for just 1 minute.

*Tips: Squid tastes tough and rubbery when overcooked. Give it a quick bath in boiling water and then put it in the ice bath! This allows to pat dry the squid and asparagus thoroughly!*



**MIKIYO SASSA** Japanese cooking instructor/food consultant. Mikiyo teaches authentic Japanese cooking, focusing on simple dishes, and healthy home-style cooking using natural and local ingredients.

TEL: 646-260-9513

Website: [japaneseculinaryacademy.com](http://japaneseculinaryacademy.com)  
Cooking video: [jpac.com](http://jpac.com)

# Bridging Western and Japanese Culinary Cultures and Forging a Deeper Understanding

Since its establishment, the Gohan Society has worked to promote a deeper understanding of Japanese culinary culture in the U.S. by offering numerous educational and informative programs and opportunities to chefs and students. One of the most rewarding experiences for local chefs is the opportunity to study Japanese cuisine in Japan with a scholarship from the Gohan Society. In 2008 and 2010, five top chefs and culinary professionals enjoyed the luxury of visiting Japan and experiencing Japan's profound food traditions.

Sakai City, Osaka Prefecture, hosted the program both years and provided the participants with a wide variety of rare experiences, from artisanal knife making and soy sauce and kombu (kelp) production to the tasting of an exquisite kaiseki course (traditional tea ceremony dishes) and casual foods like *konteri-mushi* (fast-food sumi served on a conveyor belt). Because the city is known for its sword and knife forging and all the participants were already great fans of Sakai knives, the highlights of the program were the visits to the Sakai Hamono Museum and the Ikeda Forging Factory, where participants not only expanded their knowledge but also received knife-sharpening lessons. Ms. Lee Anne Wong, chef/ culinary consultant and a participant in 2010, said, "For a chef, the knife is an extension of their hand. An excellent chef's knife is an essential tool for

making delicious food. Being touched by the tradition of Sakai knives, the greatest chef's knives in the world, and viewing the production process has been an incredible experience for me."

The rewards of the scholarship program are mutual for both the participants and the host city. "For the host knife workers and food company workers, hanging out with elite chefs from New York was a valuable opportunity to learn about the condition of the U.S. market. The chefs' attitudes were very enthusiastic, and they had valuable interactions with the townspeople as well," commented Ms. Miyuki Hanazono of Sakai City's Industrial Promotion Department.

Bridging Western and Japanese culinary cultures, the Gohan Society's scholarship program not only influences and inspires but also builds a foundation for the further development of a global culinary culture. In 2011, the Gohan Society is opening its doors to younger culinary professionals and students. For more information about the 2012 scholarships, read the application details below.

**The Gohan Society Mission** — To advance society's respect for Japanese culinary traditions by understanding and appreciating the values of Japanese culinary heritage in the United States through educational outreach to all who advance and enjoy Japanese culture.  
[www.gohansociety.org](http://www.gohansociety.org)  
 For further information, please contact Saei Kawano at [saei@gohansociety.org](mailto:saei@gohansociety.org)



Participants on scholarship watched a knife forging demonstration at Asia Forging Factory.



Beautiful kombu (kelp) stacking in the Matsuura Co., Ltd., where the participants learned the kombu making process.



Chef Sean Ochi and Chef Wong Ongihi both a workshop on Sakai knives with executive chef Ichiro Matsunaga.

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Please apply via the web site: [www.gohansociety.com](http://www.gohansociety.com)

For more information,  
please contact [saei@gohansociety.org](mailto:saei@gohansociety.org)

# SHARING JOY THROUGH SAKE AND SHOCHU

KITAYA CO., LTD.



Surrounded by a nature rich environment in the northern part of Ryūzu, Kitaya produces both sake and shochu. Kitaya is a family business founded in the Edo period around 180 years ago, and the current president, Koharuhi Kinoshita is the seventh generation descendant of the founder. "When the company was founded, it was named after the wish, 'We want to share a lot of joy through sake. We want to be a brewery that brings people a lot of joy.' The spirit is inherited through generations," Mr. Kinoshita explains their company philosophy. This is why

the characters in the name, Kitaya translate to "The House of Lots of Joy." Also, the founder and the first president of Kitaya, Sakichi Kinoshita, left them with the family rule, "The master of the company should make sake himself." This means not relying on outside brewing staff. Even today, the president himself leads the sake-making team and works as executive producer of the company.

Yamagata City in Fukushima Prefecture is the home of Kitaya, whose abundant natural resources allow them to harvest high quality green tea, rice, and mountain

oranges, strawberries, pears, grapes and bamboo. Kitaya makes the best out of the blessed nature around them for producing their sake and shochu. They use the clear water of the subterranean stream of the Yata River drawn from 40 meters below the brewery and locally grown rice, Yamada nishiki and Yumeikisan varieties.

Kitaya is also serious about pioneering technological developments. Today, many premium shochu makers tend to employ "reduced-pressure distillation", a distilling method taken from perfume, but Kitaya is the first company that applied the method for making alcohol in 1991.

Currently, five sakes and three shochus from Kitaya are available in the U.S., including Junmai (All-Ginjo KAMISANSHU series), Junmai KITA, and Junmai Sparkling KI NO HIME series as well as shochus: Gokou, Jinkou, and Gyokuru. Especially, Gokou (Comfortable Sky) and Jinkou (Perfect Sky) were both wisely named with the character "kou" (sky), and both of them have been offered to executive class customers on Japan Airlines International flights for eight years.

**Kitaya Co., Ltd.**  
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## THREE THINGS YOU SHOULD KNOW ABOUT KITAYA CO., LTD.

**AKI NO HIME Sparkling Sake**  
Named after the legendary local princess, AKI NO HIME (princess of Aki) is a uniquely sparkling sake. It requires double fermentation, the same process used to make champagne, to produce natural carbonation. It comes in two flavors: regular and tart, and the tart flavor uses carbon dioxide instead of carbonic acid. The alcohol content is low at 7% and the flavor is sweet and light.



### Gyokuru (Kaojiru Green)

Yamagata City is famous for being the number one producer of hybrid quality green tea gardens. Made with local rice and green tea, the shochu has a very rich green tea flavor. It's delicious on the rocks or cut with rice or hot water. Of course, it's great for a base of green tea cocktail which are getting more and more popular in the U.S.



### Shirogao Sake

Kitaya takes pride in their skill to produce high quality, straight rice sake. Their Shirogao sake received the 1st prize in the Fukushima Division of National Tax Agency's Premium Sake and Nippon Shochu Preferred Alcohol Award Competition 3 times in the last 10 years. In the U.S., KAMISANSHU "Gold Reserve Wine" and KAMISANSHU "Cask Reserve Wine" are popular.





## A Shochu Moment with Kyoya

- Miyazaki's Oldest Shochu Distillery -  
Vol. 40 Kappa no Sazai-mizu

The Shinmeidake, a volcano located in 5km southwest of the Kyoya Shuzo has been emitting smoke since the beginning of this year. The smoke sometimes reaches 3,000m high and the volcanic ashes sometimes fall onto the fields of Kyoya Shuzo depending on the wind. According to an old saying, "volcanic ashes often benefit the soil." With that in mind, Kyoya Shuzo started planting sweet potatoes in those fields in May. Now buds cut out from seed potatoes are planted by hand, pinned into the ground at a slant using a long stick. Again this year, production of the authentic Shochu starts from utilizing granite soil.

-Hayato Hashimoto

### Information

The place to drink

"Kappa no Sazai-mizu"

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305 West 58th Street, New York NY  
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### SAKE OF THE CITY

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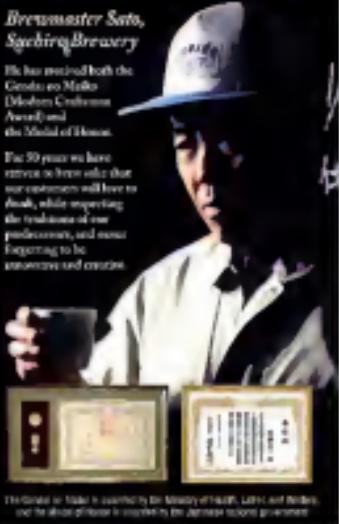


\*From left: Purhi Purhi, Denjyu Kenchaku Sazai, Ryo, Kiso, Koto

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and the above professor is recognized by the Japanese National government.

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# Izakayas and Shochu Take Over Korea

Pop culture is not the only thing being exchanged between the new generation of Koreans and Japanese today. Japanese Izakaya food and drinks are all the rage in Korea and this boom seems to have spilled over to the United States as well. At Roku Izakaya, a Japanese Izakaya style restaurant in Fort Lee owned by Korean restaurateur, Karonmaru is the best selling shochu among their largely Korean clientele. We asked manager Janice Yim about her take on Karonmaru's popularity and the future of shochu.

## Why did you choose to open a Japanese Izakaya and decide to have Karonmaru on the B1 from the beginning?

We already have a Korean restaurant, so for the second one, we wanted to do something different. This neighborhood is Korean heavy, but we wanted to create a place that would bring a diverse clientele but could remain casual. The reason we chose to have Karonmaru from the get-go was because of the name recognition the brand has for one thing, but because it's a good drink, too.

## How would you describe Karonmaru?

It's a clear sweet-potato based drink that's not too overpowering. It has a dry finish, a subtle aroma of sweet potato, and it's well balanced.

## What is the difference between Japanese Shochu and the Korean Soju?

Korean soju is also made out of sweet potato, and even though there are many makers, they tend to have the same taste whereas Japanese shochu has a range of tastes and use other ingredients to make shochu. With Japanese shochu you can enjoy more variety of tastes and characteristics.

## What would you pair with Karonmaru?

I think it would go with both our signature dishes, the Shred Steak with Garlic Chips, and Barish (grilled squid). Karonmaru has a very distinctive taste that can hold up to strong flavors like garlic and nacho sauce and grilled meats. But at the same time, Karonmaru can also be subtle so that it can easily go with light flavors too.

## Do you offer shochu cocktails?

Yes, but we don't use Karonmaru. A good drink like Karonmaru should be appreciated on its own, I think. You don't need to mix it with anything.

## What do you think is the best way to drink Karonmaru?

I think on the rocks is the best way. A little lemon may not hurt, or some hot water.

## Do you think that shochu has the potential to be as popular as soju here in the U.S.?

I think it does. People just have to be educated and exposed to it more. Plus you can do a lot more with a bottle of shochu, so I think it will catch on once people familiarize themselves with it.



Japanese casual-style izakaya dining is all the rage in Korea. The strong tastes of the Izakaya food goes great with Karonmaru as the refreshing sweet potato balances the palate.



**Roku Izakaya**  
109 Main St., Iselin, Lemont & Center Aves.  
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# What is SHOCHU? What is Ichiko?

## Ichiko's hometown is the birthplace of the god of sumo

Ichiko's hometown, Usa City, Oita Prefecture, is located in the northern part of Kyushu, in southern Japan. Surrounded by sea and mountains, Usa City is rich in natural beauty and holds three Japanese "number ones" (national records). Now we will explain this in more detail.



The first number one is the sumo grand master of the Showa period, Badoshi Futsabayama who is known as the god of sumo. Futsabayama was born in Usa City in 1912, became the 35th yokozuna (the highest rank in sumo), and before retiring in 1945, won the makushita

national championship (the highest honor in sumo) 12 times and achieved the incredible feat of 60 consecutive victories. Last year, the current yokozuna, Hokutouji, came close to passing that record, but after 63 consecutive victories, he fell short. To this day it is thought

that Futsabayama's record will never be passed, and he is considered by many Japanese to be the greatest sumo wrestler of all time.

## The principal Hachiman shrine and Ichiko share their base

The second number one is the Usa Shrine. There are many shrines throughout Japan, and there are over 40,000 shrines to Hachiman the god of war, the most of any shrine. The Usa Shrine is the principal Hachiman shrine in Japan (the headquarters of all the Hachiman shrines), it is known as the number one Hachiman shrine. Every year many worshippers visit the Usa Shrine from all over Japan. The source of the grand master Futsabayama's strength may have been the Usa Shrine where the spirit of the brave and mighty Emperor Ojin is enshrined with Hachiman.



## The pioneer of premium shochu: Ichiko

The third number one is the barley shochu "Ichiko". Established in 1979, Ichiko became the nation's top selling premium shochu (made from barley, potato, rice or other grains, fermented with yeast and distilled in a pot still), and thanks to you, our customers, we still hold

the top spot to this day. When Ichiko was established, premium shochu was not very well known and there were not many customers. However customers slowly warmed up to it and Ichiko became beloved throughout Japan. Perhaps the reason for Ichiko's success is that they carefully manufacture their product while respecting the rich natural environment of Usa, creating a spiritual product that became Japan's number one shochu.



## ICHIKO IS MADE IN USA

Maybe some readers have noticed that when you spell Usa City with English letters you get USA. Ichiko is all made in Usa City so you could say it's made in USA. Try Ichiko, the spiritual shochu that's made in USA.



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## Grocery & Sake Guide

The following is a list of stores who are sources for Japanese food and liquor.

• Coupon available at [www.chopsticksny.com](http://www.chopsticksny.com)

### GROCERY

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25-47 49th St, Suite 1144-51, Flushing, NY 11355  
718-249-5594

#### DAINABA

125-14 49th St, Suite 301, Astoria, NY 11106  
718-268-1200

#### KATAGIRI & CO JAPAN

204-1 18th St, Suite 100, Flushing, NY 11355  
718-249-2240

#### SURU SURU MINT MARKET

12 East 4th St, Suite 500, New York, NY 10003  
646-282-1226

#### YOSHINO

29-1 4th St, 2nd Fl, Midtown East, NY 10001  
212-979-2227

#### H Mart New Asia Room

25-18 40th St, Suite 100, Flushing, NY 11355  
718-249-3093

#### WOOJIN

12 W. 36th St, Suite 100, Flushing, NY 11355  
718-249-1715

#### JAS Mart

100-10 30th St, Suite 200, Flushing, NY 11355  
718-249-2503

#### MIZU E Village

206-15 40th St, Suite 100, Flushing, NY 11355  
718-249-2498

#### Sousa Miso & Soyco. Inc.

47-25 30th St, 2nd Fl, Long Island City, NY 11101  
718-524-5286

#### Panel River Mart

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718-249-4715

#### SURU SURU MINT SPOON

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718-249-4023

#### Teijin Mart

101-10 30th St, Suite 100, Flushing, NY 11355  
718-249-4452

#### Mitsuya

18-10 30th St, Woodside, NY 11364  
718-229-9200

#### FAMILY MARKET

28-10 30th Street, Astoria, NY 11106  
718-249-7620

#### H & Y Marketplace

196-11 30th Street, Rego Park, NY 11384  
718-444-1011

#### H Mart Northern Blvd.

101-10 30th Street, Rego Park, NY 11384  
718-249-4023

#### H Mart Union

25-07 40th St, Suite 100, Flushing, NY 11355  
718-249-5594

#### H Mart Wilshire Plaza

400-19 8th Ave, Wilshire Plaza, NY 10036  
718-249-4023

#### H Mart Woodside

16-16 Woodside Rd, Bayside, NY 11361  
718-249-4024

#### Sakemura

70-05 30th St, Woodside, NY 11364  
718-249-7020

#### H Mart Great Neck

4-01 Cross Bay Rd, Great Neck, NY 11021  
718-249-4023

#### Yoshi's

100-15 40th St, Woodside, NY 11364  
847-481-3338

#### Shin Nippori Do

115-05 Kita-Asa-Cho, Kita-Asa-Cho, NY 10036  
847-445-9442

#### DAIHO

801 Monmouth St, New York, NY 10036  
847-445-9470

#### DAIHO

100-15 40th St, Woodside, NY 11364  
847-445-9470

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847-445-9470

#### DAIHO

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847-445-9470

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22-10 30th St, Suite 100, Flushing, NY 11355  
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#### H Mart Ridgefield

201 Grand St, Ridgefield, NJ 07660  
201-643-1338

#### Mitsuya Marketplace

500 E. 23rd St, New York, NY 10010  
212-687-1113

#### Midtown Marketplace

200-15 40th St, Astoria, NY 11106  
718-249-4024

#### H Mart Edison

100-15 40th St, Edison, NJ 08817  
732-285-1992

#### H Mart Englewood

100-15 40th St, Englewood, NJ 07632  
201-571-1100

#### H Mart Little Ferry

200-15 40th St, Little Ferry, NJ 07643  
201-841-4404

#### H Mart Cherry Hill

100-15 40th St, Cherry Hill, NJ 08002  
847-445-9471

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#### SAKANA

301 E. 18th St, Suite 100, 10th Fl, New York, NY 10003  
212-986-7264

#### Winehouse Wines

236 Grand Concourse, Bronx, NY 10451  
212-669-7519

#### East Village Wines

100-15 40th St, East Village, NY 10010  
212-625-1000

#### Grocery & Sake

101 Avenue of the Americas, 10th Fl, New York, NY 10036  
212-587-4887

#### New York Wine Exchange

101 Avenue of the Americas, 10th Fl, New York, NY 10036  
212-587-4887

#### September Wines & Spirits

100-15 40th St, September Wines & Spirits, NY 10010  
212-587-4887

#### Heights Cellars

100-15 40th St, Heights Cellars, NY 10010  
212-587-4887

#### Smith & Wine

200-15 40th St, Smith & Wine, NY 10010  
212-587-4887

#### Delta Super Market

602 10th Street, Brooklyn, NY 11201  
201-261-7622

#### JAPANESE WHOLESALER

100 Avenue of the Americas, 10th Fl, New York, NY 10036  
212-587-4887

#### Palestine Trading

100 Avenue of the Americas, 10th Fl, Palestine Trading, NY 10036  
212-587-4887

#### IC International Inc.

401 Avenue of the Americas, 10th Fl, IC International Inc., NY 10036  
212-587-4887

#### Central Books U.S.A., Ltd.

10-12 Avenue B, Manhattan, NY 10010  
212-587-4887

#### Orion Books Co., Inc.

14-12 Avenue of the Americas, 10th Fl, Orion Books Co., Inc., NY 10036  
212-587-4887

#### New York Metal Trading Inc.

200 Avenue of the Americas, 10th Fl, New York Metal Trading Inc., NY 10036  
201-960-4800

#### Wakame Trading Co., Ltd.

80 Avenue of the Americas, 10th Fl, Wakame Trading Co., Ltd., NY 10036  
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# MONO-logue

"Mono" means "thing," "object," or "product" in Japanese, but it also implies that the thing has quality. In this corner, we introduce "mono" that characterizes Japan's spirit of constantly improving quality.

## Vol. 11 • MONO of the month

### Kaga Maki-e

Today, many Westerners are fully aware of the modern marvels of Tokyo and the traditional treasures of Kyoto. However, the living legacy preserved in Kanazawa has remained a secret to the outside world until fairly recently.

Located in Ishikawa prefecture (formerly called Kaga) on the coast of the Sea of Japan, Kanazawa became a center of sophisticated arts and crafts during the Edo Period (1603 – 1868) and in 2009 was designated as a UNESCO City of Craft and Folk Art for its continuous production and historical preservation.

Known for colorful silk dyeing techniques, pottery, metal work, inlay work, textiles and lacquerware, Kanazawa is also home to a distinct version of the national decorative art form, maki-e. Meaning literally the words "maki" meaning sprinkle and "e" meaning picture, maki-e is a painting technique with roots dating back to the Nara Period (710-784), whereby various objects, such as dishes, lacquerware, incense boxes etc., are decorated with gold powder using lacquer as an adhesive. During the Edo Period, the technique gained popularity in the Kanazawa area and developed into a unique style called Kaga Maki-e.

Mr. Isaochi Arai, a designer with an extensive experience in collaborating with Kaga maki-e artisans described the process and emphasized the importance of patience to produce high quality work. For instance, a beautifully decorated box can take three years from start to finish and involves coating the wooden box with a lacquer base layer, smoothing it with coal, then transferring the desired design onto the box, outlining it with lacquer as a glue, sprinkling powder and re-

peating the first two steps, as necessary to achieve the desired color and relief variance seen among the many maki-e creations. Mr. Arai explained that typically, only 24K gold leaf powder is used in this decorative process and about 80-85% of all maki-e gold leaf used around the country is made locally in Kanazawa.

In addition to keeping traditions alive, Kanazawa also "transforms traditional heritage into something with a global appeal to preserve its form" according to Japan Society curator, Joe Earle. This local "inventive spirit" inspired NYC native designer and artist Evelyn Teploff-Mugli to relocate her studio to Kanazawa, where her work combines the traditional maki-e process with modern graphics and designs. For example, Teploff-Mugli's label Evelyn Claude uses the eco-friendly, heat proof, moisture-resistant technical material invented in Japan called Yapeff to create lightweight unique accessories that fuse the past and present.

The American-Japanese collaborative group Club Kanazawa, offers foreign visitors the rare chance to visit with local maki-e artisans, as well as other craftspeople to experience this living arts culture firsthand as well as to secure a future for the beautiful and original crafts and art forms of Kanazawa.



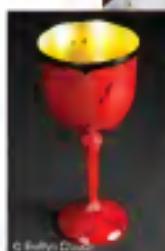
The Evelyn Claude line of products bring the traditional maki-e decorative technique into the 21st century by combining it with current designs and materials.



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▲ The accessories and stationery above use a new, lightweight tissue material, Yapeff, with modern designs applied in the time-honored maki-e tradition.

◀ Traditional maki-e pieces, such as this goblet, offer nostalgia into the past as well as inspiration for current artists to carry traditions into the future.

#### Information

Club Kanazawa  
[www.clubkanazawa.com](http://www.clubkanazawa.com)

Evelyn Claude  
[www.evelynclaude.com](http://www.evelynclaude.com)

Ishikawa Prefectural Government NY Office  
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## Shop Guide

The following is a list of shops who you can buy Japanese goods, services and more.

Check out our website at [www.shopguideny.com](http://www.shopguideny.com)

### FASHION

**Yours White** **Elly's** **Kate**  
100 Columbia Ave. 1st Flr. 25th & 10th Sts. **Clothing**  
(212)414-1414

**Yours Ever** **Elly's** **Kyoto**  
111 2nd St. (Just Between 10th & 11th Ave.) **Clothing**  
(212)827-1046

**Yours Best** **Seigai Accessories**  
120 1/2 W. 10th St. 1st Flr. 9th & 10th Sts. **Accessories**  
(212) 531-4270

**Yours First** **SEIGAI NECKWEAR**  
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**Yours** **Ripple**  
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(212)695-2201

**Yours** **Argosy**  
400 1/2 7th Ave. 1st Flr. 9th & 10th Sts. **Clothing**  
(212)827-0000

**Yours Village** **Local Clothing**  
201 10th St. 1st Flr. 9th & 10th Sts. **Clothing**  
(212)827-0000

**Yours Village** **Tokyo 7**  
10 1/2 9th St. 1st Flr. 9th & 10th Sts. **Clothing**  
(212)827-0000

**Yours Village** **Tokyo Joe**  
204 1/2 10th St. 1st Flr. 9th & 10th Sts. **Clothing**  
(212)827-0000

**Yours Mine** **Artis**  
25 1/2 9th St. 22 1st Flr. 9th & 10th Sts. **Accessories**  
(212)827-0000

**Yours Mine** **Elly's** **Kids** **Tribeca**  
210 Greenwich St. 1st Flr. Mens & Womens Sz. **Clothing**  
(212) 511-2800

**Yours Mine** **Fascial Index**  
100 1/2 9th St. 1st Flr. Mens Sz. **Accessories**  
(212) 511-2800

**Yours Mine** **Jessie Tscheko**  
880 Broadway 8th Fl.  
(212)827-2900

**Yours Mine** **Kaotchi Class**  
101 Avenue J. Avenue J. 8th Flr. From 9th St. **Clothing**  
(212)827-2700

**Yours Mine** **Madame Kille**  
200 Broadway 2nd Flr. Between 8th & 9th Aves. **Clothing**  
(212)827-2000

**Yours Mine** **Mikko Mintz**  
80 Thompson St. (Just Spring & Thompson Sts.) **Clothing**  
(212)471-1204

**Yours Mine** **Mikko Interiors**  
267 Bowery St. 21st Flr. Street & 8th Broadway. **Clothing**  
(212) 536-1700

**Lower Mine** **Elly's** **Kids** **Japan**  
880 Broadway 8th Flr. First & 8th Aves. 9th St. **Clothing**  
(212)827-2900

**Lower Mine** **UMBUTO**  
880 Broadway 8th Flr. First & 8th Aves. 9th St. **Clothing**  
(212)827-2900

**Lower Mine** **Yamak**  
301 1/2 10th Street 2nd Flr. 9th & 10th Sts. **Clothing**  
(212)827-0000

**Lower Mine** **Yolka** **Yolka**  
101 1/2 9th St. 1st Flr. Mens Sz. **Clothing**  
(212) 511-2800

**Yours** **Ripple** **Hudson**  
120 22 1/2 Hudson St. 1st Flr. 7th & 8th Aves. **Accessories**  
(212) 531-1595

**J-POP CULTURE**

**Multiman Mine** **HQ Video**  
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(212)827-0000

**Multiman Mine** **Jim Henson's Universe**  
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**Multiman Mine** **Karakuri Evolution**  
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**Multiman Mine** **Midnight USA**  
35 W. 43rd St. 2nd Flr. 5th & 6th Aves. **Video**  
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**Multiman Mine** **Mikovine Games**  
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**Multiman Mine** **Rock 29**  
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**Chidori** **Image Annex**  
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**West Village** **AC Comics**  
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**West Village** **Fantastic Planet**  
140 Broadway 8th Fl.  
(212) 511-2700

**West Village** **Kassis Video St. Marks**  
121 1/2 9th St. 2nd Flr. Mens & Womens Sz. **Accessories**  
(212) 511-2800

**West Village** **St. Marks Comics**  
111 W. 8th St. 1st Flr. 2nd & 3rd Aves. **Accessories**  
(212) 511-2700

**West Village** **Saints Mart**  
100 1/2 9th St. 1st Flr. 6th & 7th Aves. **Video**  
(212) 511-2800

**West Village** **Soy Tokyo**  
35 1/2 9th St. 1st Flr. 6th & 7th Aves. **Accessories**  
(212) 511-2800

**West Village** **Video Games New York**  
202 1/2 9th St. 1st Flr. **Accessories**  
(212) 511-2800

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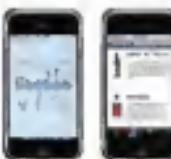
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1501 Brickell Ave. (btw 3rd & 4th Streets)	Brickel	1501 Brickell Ave. (btw 3rd & 4th Streets)	Brickel
305-458-1100			
Long Island		Asian Grocer	
171 E. Front St. (btw Main & 1st Streets)	Long Island	171 E. Front St. (btw Main & 1st Streets)	Long Island
516-484-4488			
Wauwatosa		Sakura Books	
919 Wauwatosa Ave. (btw 6th & 7th Streets)	Wauwatosa	919 Wauwatosa Ave. (btw 6th & 7th Streets)	Wauwatosa
414-746-0400			

## TRADITIONAL

Upper East		Santé	
160-180 W. 86th St. (btw 5th & 6th Aves.)	Upper East	160-180 W. 86th St. (btw 5th & 6th Aves.)	Upper East
212-580-5100			
Midtown East		Japanese Confectionery Center	
710 Madison Ave. (btw 20th & 21st Streets)	Midtown East	710 Madison Ave. (btw 20th & 21st Streets)	Midtown East
212-982-2222			
Midtown East		Latin Books and CDs	
10 E. 32nd St. (btw 5th & 6th Aves.)	Midtown East	10 E. 32nd St. (btw 5th & 6th Aves.)	Midtown East
212-985-7100			
Midtown East		Minnesota	
100 E. 58th St. (btw 5th & 6th Aves.)	Midtown East	100 E. 58th St. (btw 5th & 6th Aves.)	Midtown East
212-985-1200			
Midtown East		Precious Pictures	
510 Madison Ave. (btw 48th & 49th Sts.)	Midtown East	510 Madison Ave. (btw 48th & 49th Sts.)	Midtown East
212-982-9888			
Chinatown		EYOTERA	
208-218 W. 72nd St. (btw 6th & 7th Aves.)	Chinatown	208-218 W. 72nd St. (btw 6th & 7th Aves.)	Chinatown
212-624-4400			
Chinatown		Po'Po	
521 W. 29th St. (btw 6th & 7th Aves.)	Chinatown	521 W. 29th St. (btw 6th & 7th Aves.)	Chinatown
212-967-8888			
Kiosk		Makoto	
100 W. 57th St. (btw 6th & 7th Aves.)	Kiosk	100 W. 57th St. (btw 6th & 7th Aves.)	Kiosk
212-967-8887			
Kiosk		KITEYA 3349	
100 W. 57th St. (btw 6th & 7th Aves.)	Kiosk	100 W. 57th St. (btw 6th & 7th Aves.)	Kiosk
212-967-8887			
Lower East		Kiteya	
277 Bowery (btw Houston & Canal Sts.)	Lower East	277 Bowery (btw Houston & Canal Sts.)	Lower East
212-967-8887			
Lower East		Kineko House	
100 W. Houston St. (btw Canal & Bowery Sts.)	Lower East	100 W. Houston St. (btw Canal & Bowery Sts.)	Lower East
212-967-8887			

Soho Trading		Sakura Books	
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212-431-9000			
New Jersey		Mori New York	
1000 Morris Ave. (btw 14th & 15th Streets)	New Jersey	1000 Morris Ave. (btw 14th & 15th Streets)	New Jersey
201-462-1000			
New Jersey		Wasewa-Ni-Yakata	
100 Morris Ave. (btw 14th & 15th Streets)	New Jersey	100 Morris Ave. (btw 14th & 15th Streets)	New Jersey
201-462-0007			
Queens		Monkito International	
29-21 30th St. (btw 3rd & 4th Aves.)	Queens	29-21 30th St. (btw 3rd & 4th Aves.)	Queens
347-858-1100			
Long Island		Monkito International	
171 E. Front St. (btw Main & 1st Streets)	Long Island	171 E. Front St. (btw Main & 1st Streets)	Long Island
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212-967-8888			
Chitose		NYCe-Gallery	
102 Madison Ave. (btw 20th & 21st Streets)	Chitose	102 Madison Ave. (btw 20th & 21st Streets)	NYCe-Gallery
212-463-2100			
Chitose		Sakai Gallery	
101 W. 29th St. (btw 6th & 7th Aves.)	Chitose	101 W. 29th St. (btw 6th & 7th Aves.)	Sakai Gallery
212-463-4040			
Lower East		Asia & American Arts Co.	
36 Bowery (btw 1st and 2nd Streets)	Lower East	36 Bowery (btw 1st and 2nd Streets)	Asia & American Arts Co.
212-963-8888			

## OTHER

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212-967-8887			
Kiteya		Toku Shokai NYC	
100 W. Houston St. (btw Canal & Bowery Sts.)	Kiteya	100 W. Houston St. (btw Canal & Bowery Sts.)	Toku Shokai NYC
212-967-8887			
Kiteya		Terry May	
100 W. Houston St. (btw Canal & Bowery Sts.)	Kiteya	100 W. Houston St. (btw Canal & Bowery Sts.)	Terry May
212-967-8887			
Kiteya		Patricia NY	
100 W. Houston St. (btw Canal & Bowery Sts.)	Kiteya	100 W. Houston St. (btw Canal & Bowery Sts.)	Patricia NY
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## FOCUS • FOOD

# INSIDE THE BOX: A NEW WAY TO THINK ABOUT LUNCH

Thanks to the Japanese we have an excuse to play with our food. Bento boxes have long been a lunch time favorite in Japan, but now they're here to provide a whole new outlook on the brown bag lunch.

Makiko Hoh, who shares the secrets of bento on her blog [Jibento Bento](http://jibentobento.com), has recently compiled a cookbook, *The Just Bento Cookbook: Everyday Lunches to Go* (Kodansha International), with recipes and tips that make the compact meals accessible to hungry people everywhere. The cookbook makes the lunch box construction process super simple. Each recipe includes a timeline, diagram and tasty looking photos. There is even a weekly bento planning chart. With twenty-five recipes total, ranging from a traditional Japanese *Tenuguiyaki Bento* to a Mediterranean Mezze-style Bento, vegetarians and meat eaters alike will find plenty of meal inspiration. During her book signing at New York's Knoblauch Booksellers, I was lucky enough to receive some one-on-one instruction.

Before you begin your own bento, you'll want to select the perfect compartment for storage. Makiko and I worked with a very basic model with an adjustable size tray, but the possibilities are endless. There are slim, elegant models for office ladies, Pikachu-shaped boxes for young children and traditional lacquered boxes for those who like to go old school. Budget lovers can find thermal bento boxes or some with ice pack inserts. The internet is a good place to purchase boxes of all shapes and colors, but for those who can't wait, there is a great selection in *Kimolangelo's* basement. Bento boxes usually range in price from \$5-450.

"A bento can be made from almost anything," Makiko explained. We began ours in the most traditional way with white, sticky rice. What makes a bento box different from an ordinary packed lunch is the attention to detail. Using paper cupcake tin liners, we arranged meatballs, boiled pumpkin and *konpaku* (a traditional side dish made with sauteed burdock and carrot) into individual compartments.

By separating individual items into small compartments, we can keep them close without mixing flavors. Makiko encouraged me to use some shaved beets to help provide a snug fit for the bento contents; this also provided an added splash of color. The final touch was a barely sauteed carrot slice that I placed on top for a little added fun.

Though bento works well with most types of cuisine, there are a few items Makiko cautions us to avoid. Raw foods including sushi, uncooked tofu and meats are strongly discouraged. Homemade mayo or creamy dressing is another no no as well as leftovers that are past their prime. She also suggests making bento boxes in the morning as they allways taste better than those made the night before.

At the signing Makiko also provided a few interesting cultural tidbits. For example, spring time is bento season in Japan. As cherry blossoms bloom, friends and family gather in parks to enjoy the scenery while snacking on boxed lunches. Because it is also the beginning of the Japanese school year, "kyuu-bento" (character bento) is in full swing, imagine opening your lunch to find your favorite cartoon character made from rice, vegetables and many other ingredients. Bento boxes are traditionally made by women, but there is now a legion of men out there called "bento dandy" (male bento enthusiasts) that are also giving it a try.

Fun to make and eat, bento boxes are a way to shake up your average lunch and add some Japanese culture to your next meal. *Just Bento* is the cookbook to get you started, but where you go from there is up to you.

—Reported by Devon Bewere

## Info

[Jibento Bento blog](http://jibentobento.com) [www.jibentobento.com](http://www.jibentobento.com)  
[Kodansha International](http://kodansha-international.com) [www.kodansha-international.com](http://www.kodansha-international.com)  
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1 Makiko Hoh shares her passion for bento food culture with us. Our bento box only needs to construct. 2 Colorful boxes is a key element for bento for both nutrition and aesthetic reasons. 3 Bento boxes come in all shapes, sizes and colors. They are a fun way to eat healthy and budget. 4 & 5 A variety of bento from all over the world can be found in bento boxes.



# School Guide

The following is a list of schools where you can learn Japanese culture.

• Classes available at [www.chopsticksny.com](http://www.chopsticksny.com)

## LANGUAGE

### Upper West

#### Columbia University

2001 Broadway (tel: 11-61 & 1160-01) Japanese  
212-843-7554

### Upper West

#### Yuzu Texi School

580 Germany Street (Amsterdam Ave) Japanese

212-667-4533

### Upper East

#### Higher College

100 First Ave (tel: 66-45-0000) Japanese

212-727-0000

### Upper East

#### Japanese Study Hall NY

1000 1st Avenue (tel: 61-61 & 77-77-77) Japanese

212-669-2911

### Upper East

#### Musical Kids International

4291 Broadway (tel: 66-66-61) Japanese

212-580-0000

### Midtown West

#### NY Japanese Language

250 W 26th St (tel: 66-66-77-77) Japanese

212-660-4451

### Midtown East

#### Amily Language Institute

241 E 48th Street (tel: 66-66-66-66) Japanese

212-669-4554

### Midtown East

#### Hills Learning

110-110 10th Avenue (tel: 66-66-66-66) Japanese

212-669-1100

### Midtown East

#### Yach Language Institute, Inc.

200 Lexington Avenue (tel: 66-66-66-66) Japanese

212-669-1100

### Midtown East

#### Japan Society

120 E 48th Street (tel: 66-66-66-66) Japanese

212-669-1234

### Midtown East

#### Language House

140 E 48th Street (tel: 66-66-66-66) Japanese

212-669-0400

### Midtown East

#### PC Tech

100 Madison Avenue (tel: 66-66-66-66) Japanese

212-669-2764

### Midtown East

#### Report Name York

200 E 48th Street (tel: 66-66-66-66) Japanese

212-669-4700

### Chelsea

#### ABC Language Exchange

160 W 18th Street (tel: 66-66-66-66) Japanese

212-669-0000

### East Village

#### NYCRA

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have to learn Japanese to

communicate? This website

will answer all your

language questions for the

last time. Visit [www.nycra.org](http://www.nycra.org) today!

212-669-3170 (tel: 66-66-66-66) Japanese

212-669-0000 [www.nycra.org](http://www.nycra.org)

### Chelsea

#### Turkish

100 W 18th Street (tel: 66-66-66-66) Japanese

212-669-0000

### Chelsea

#### Bosphorus College

100 W 18th Street (tel: 66-66-66-66) Japanese

212-669-0000

### Chelsea

#### New York University

185 6th Avenue (tel: 66-66-66-66) Japanese

212-998-2000

### Chelsea

#### Tobacco Language

224 9th Avenue (tel: 66-66-66-66) Japanese

212-669-0000

### Chelsea

#### Get Myself Go Japanese

100 W 18th Street (tel: 66-66-66-66) Japanese

212-669-0000

### Chelsea

#### Int'l Language Education

100 W 18th Street (tel: 66-66-66-66) Japanese

212-669-0000

### Chelsea

#### Crossbill University

100 W 18th Street (tel: 66-66-66-66) Japanese

212-669-0000

### Chelsea

#### New Japan

100 W 18th Street (tel: 66-66-66-66) Japanese

212-669-0000

### Chelsea

#### Japanese Language Program

100 W 18th Street (tel: 66-66-66-66) Japanese

212-669-0000

### Chelsea

#### Reider University

100 W 18th Street (tel: 66-66-66-66) Japanese

212-669-0000

### TRADITIONAL

### Users Right

#### Hanazono Boshin School

100 W 18th Street (tel: 66-66-66-66) Japanese

212-669-0000

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#### Beki Shodan

100 W 18th Street (tel: 66-66-66-66) Japanese

212-669-0000

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#### Shogakukan Boshin

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#### Shogakukan Boshin

100 W 18th Street (tel: 66-66-66-66) Japanese

212-669-0000

Lower West	Kens Zeta Institute
SW Bronx/Spuyten Duyvil/West Bronx	Buddies
271-348-0228	
Lower West	Global Judo Club
987 Westchester St. Bell Vernon & Clinton St.	Adults
212-865-4950	
Brooklyn	Albion of Park Slope
103 7th Ave. Apt 10th fl	Adults
718-781-0223	
Brooklyn	Japan Karate Association
581 5th Ave. Apt 1102 (C)	Adults
718-875-0660	
Queens	School of Taegeuk
423 Grandview Ave. Kew Gardens, NY 11415	Adults
718-744-3626	
Long Island	NY San Ten Karate
15001 Main St. Ronkonkoma, NY 11779	Adults
632-891-4228	
Staten Island	Judo & Jujitsu Dept.
2002 Victory Rd. Staten Island, NY 10306	Adults
718-471-1710	
Passaic, Jersey	YOKOBUKI JUDO: NJ Branch
180 10th St. Paterson, NJ 07501	Adults
201-348-0223	
Passaic, Jersey	Palisewood Karate School
250 George St. Paterson, NJ 07501	Adults
201-348-0223	
Passaic, Jersey	Yeshivaheem Jujitsu Kit
428 Broadway Totowa, NJ 07520	Adults
201-764-4809	
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<b>OTHER</b>	
Upper East	<b>IMT4U.org</b>
	IMT4U.org is run by Teacher Sage, a pre-university mathematics tutor with 10 years of experience. She has degrees in Mathematics and Philosophy and is a former teacher and homeschooler. She's great with kids. You can see her Upper East Side cell here!
	212-268-2229 imt4u.org/upper-east-side
Upper East	<b>Smart Writing Arts</b>
	221 E. 78th St. #9B (2nd fl. 2nd fl. 2nd fl.) 212-742-2849
Midtown West	<b>Mod, Sweet &amp; Tasty</b>
	254 10th Ave. 10th fl. 10th fl. 212-849-0771
	Mod, Sweet & Tasty
	254 10th Ave. 10th fl. 10th fl. 212-849-0771
Midtown West	<b>The Hippie Club</b>
	198 7th St. Apt. 1010, 10th fl. 212-941-0251
Midtown West	<b>The School for Strings</b>
	421 W. 56th St. 10th fl. (Studio) 212-581-5488
Midtown East	<b>The DJUD</b>
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## THREE MOOKS PROPOSE NEW STYLES

### HARDCOVER TOP 5 IN JAPAN (3/7-13)

Book title	Author	Publisher
1. LESPORTSAC 2011 Spring & Summer (style)	N/A	Takumiya-sha
2. nissen 2011 Spring/Summer Collection	N/A	Takumiya-sha
3. Kirin no Taubasa	Kaga Higashino	Kodansha
4. Un ni Asanaru Hito	Koaru Nakajima	Sumika Shuppan
5. ANNA SUI—15th Anniversary in Japan	N/A	Takumiya-sha

### PAPERBACK TOP 5 IN JAPAN (3/7-13)

Book title	Author	Publisher
1. Shiyaku Tensei Ryaku no Kotohira	Kazuma Kuroishi	Asuka Media Works
2. Keachaku	Yusuke Saito	Kobunsha
3. Kyokuhoku Cleiner 1	Takuro Kuroi	Ashia Shobun Shuppan
4. Yokame no Semri	Mitsuyo Kakita	Chuko Bunko
5. Kyokuhoku Cleiner 2	Takuro Kuroi	Ashia Shobun Shuppan

### THE MONTHLY PICK



#### LESPORTSAC 2011 SPRING & SUMMER (style)

Three mooks (magazine + book) mix. In the top 5, Takumiya-sha has dominated the mook category by offering popular fashion books, new styles for pairs, and this month, they feature LESPORTSAC, nissen, and ANNA SUI as mook. LESPORTSAC version is the most popular one, which comes with an original LESPORTSAC Bag (Yen 41).

### THE MONTHLY PICK



#### KYOKUHOKU CLEINER 1 & 2

In this medical thriller by Tetsu Kuroi, young doctor Immaki is sent to a remote hospital in Kyokuhoku City, where he witnesses the exception of hospital management, hygiene problems, disgruntled medical records, financial difficulties and medical errors. Immaki tackles three issues with the help of a female doctor, Himeko, who is also sent to the hospital (Price: Yen 41).

### PICKS FROM KINOKUNIYA NEW YORK (ENGLISH BOOKS)

**SHADOWFOLDS: SURPRISINGLY EASY-TO-MAKE GEOMETRIC DESIGNS IN PAPER** This unique craft, created by folding cloth in patterns, is a development by two designers, Jeffrey Rutledge and Chris K. Palmer, who have included traditional patterns as well as the Japanese art of Hishō-iri. They've come up with "Shadowfolds" which are shown here in 15 different easy-to-follow projects. The projects are fun and fashionable and will inspire you to come up with your own patterns and applications.



#### CREASE + FOLD: INNOVATIVE ORIGAMI PROJECTS ANYONE CAN MAKE

This amazing new origami book by Soko Song is founded by traditional techniques but the models are very innovative and modern. He shows how paper can be transformed into anything from an exquisite watercolor created to a wallet made from a subway map. These imaginative projects will teach you the fundamentals of origami as you create playful animals and other designs perfect for greeting cards, jewelry and more.



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## SENSEI INTERVIEW, VOL. 12

### "YOU CAN EXPRESS DIFFERENT EMOTIONS BY CHANGING THE PRONUNCIATION"

Yuko Kawaguchi President (Kanto Language Institute)

What advice would you give someone who wants to study Japanese?

Don't worry too much about grammar. Japanese grammar is relatively simple, and it doesn't have many tenses and verb conjugations like some European languages. If you have good pronunciation you can be understood even if you don't have an advanced understanding of grammar. Also, one fun part of Japanese is putting emotion into a phrase by changing the pronunciation. A common phrase like "Sau desu ne" can express many different emotions depending on how it is pronounced.

What are the unique ways of teaching Japanese?

none at your school?

We emphasize conversation and grammar in our classes. Our small class size allows us to customize our teaching methods to each student's goal and needs. The most unique feature of our school is that at the beginner level, students use either the Japanese version or the romaji version of the text book *Mine no Nihongo* based on their individual situation, but they learn conversation and grammar in the same class.

How do you encourage students if they encounter difficulties?

Many people have difficulty overcoming plateaus with listening comprehension. With grammar, if you

just put in the study time, most people progress fine early, but with listening, progress tends to take the shape of a staircase with plateaus and periods of rapid improvement. When you hit a listening plateau, try to listen to as much Japanese as you can in fun formats like television shows, movies, or internet videos. Listen to material that interests you. By listening to Japanese while enjoying yourself, you'll quickly break through that plateau.

**Kanto Language Institute**  
1218 5th St. (bet. Lexington & Park Ave.)  
New York, NY 10016  
TEL: 212-687-8224 [www.learnjapanwith.com](http://www.learnjapanwith.com)

#### MANAGERS' MUSSET-SENSEI'S NEXT LESSON

After you eat at a Japanese restaurant you can say "gochisousama deshita" (roughly translates to "Thanks for the feast"). The great thing about this phrase is that you can say it to the waiter, bus boy, person behind the counter, or any member of the staff, not only the chef. Be sure to say it more and louder so everyone can hear, and you will be rewarded with smiles of appreciation.

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- Japanese
- Korean
- English



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## face on the banknote ~ 5,000 yen ~

ICHIO HIGUCHI (1872-1896)

Ichio Higuchi is considered to be the first professional female writer in modern Japanese literature. Born in Tokyo into a famous lineage, Higuchi started showing literary talent when she was a very small child. Her short life, however, was full of hardship. After her father failed in business, Higuchi's family suffered from poverty. When she was 14, her older brother died and just one year after that, her father passed away. Afterwards her engagement was canceled because of her family's finances. Higuchi became the head of her family when she was 15. While her mother and sister earned money by sewing, she supported the family by writing stories. Her first novel was published when she was 29. Before she died at 24 from tuberculosis, she wrote excellent novels, essays, and poems, including *Takemoto*, *Agene*, *Okusonron*, and *Asayori*. In 2004, the Ministry of Finance issued a 5000-yen banknote with Higuchi's portrait. She is the third female to appear on a Japanese banknote.



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# Dig Deep into Ceramics

Pottery, ceramics, porcelain, and related crafts, known as "toge," "yakemono," or "setamono" constitute one of Japan's oldest and most highly respected art forms. Kiyomizu, Kutani, Bizen, Mino, etc.—throughout the ages many distinctive styles and techniques have developed all over the country. Today, there are many opportunities to experience Japan's heritage of toge, and festivals, tours of ancient kilns, museums, shops and classes abound in various areas around the country. Here we introduce three historic destinations where you can experience the rich culture of toge.

## Seto (Aichi Prefecture)

One of the oldest centers for toge in all of Japan, producing glazed ceramics since the 1200s is Seto City in Aichi Prefecture. Seto is known for practical, affordable, everyday ceramics like dishes, bowls and cups. The ceramics of Seto are so popular throughout Japan that all ceramics can be called Seto-niemon. Known as "Ceramic Town," the City abounds with museums, shops and events/festivals that showcase their heritage and traditional crafts. A few examples include the Shokuga Ceramic Plaza, The Old Kiln House, Schools such as The Institute for Blue and White Ceramics, and The Seto Ceramics and Glass Art Center, and the Seto City Art Museum. Every 3rd weekend in September the Setomono Matsuri (ceramics festival) is held in Seto attracting 20,000 visitors from Japan and abroad.

## Mino (Gifu Prefecture)

Not far from Seto City, completely different styles developed in the late 16th century. Ki-Seto (Yellow Seto) Shrine, and Seto-Guru (Black Seto) evolved in the Mino area and were used extensively in tea ceremonies. They were prized for their simple, minimalist-elegance or "wabi sabi." Many of the sightseeing attractions in Mino are concentrated in Tajimi City, such as the Gifu Prefectural Ceramics Museum and Ceramics Park Mino, which offers a great view of the city. There is also a 21-day program that allows you to experience every step in firing a traditional Anagama kiln.

## Arita (Saga Prefecture)

Since the 17th century, the town of Arita in Kyushu has produced fine arts porcelain that has long been prized in Japan and internationally for its exquisite beauty and detailed floral designs. The porcelain of Arita is widely known as Porcelain in the West, for the port town that exported the wares but in Japan it is known as Arita-yaki. There is plenty to see in Arita including Festivals such as Arita Ceramics Fair (April 29-May 3rd), kilns such as Shingoro, Imaezumi-gama, and Kakemonogama, museums such as Kyushu Ceramic Museum and Arita Ceramic Art Museum, and beginners classes at the Rokkoza Pottery Experience Studio and Akebono Painting Experience Studio.



1. Three distinct styles of porcelain developed in Arita in the sixteenth and seventeenth centuries, Ka-mad, Imaezumi, and Kakemono. All three styles often contain intricate floral designs.

2. In the late sixteenth century, a new style known as Chokosensei from Mino, which is characterized by hand-painted, odd shape, and the use of green copper glaze. The enoki, Obara Fubuki (1644-1665) is a well known general/tea master in maritime Japan.

## TOGEI SPOT LIST

### Seto

Seto City English web page

[www.city.seto.ac.jp/01/](http://www.city.seto.ac.jp/01/)

Setogawa Ceramic Plaza

1-1 Kasai-cho, Seto, Aichi Prefecture

Tel.: +81-52-83-0266

Seto Municipal Center of Multimedia and

Traditional Ceramics (The Old Kiln House)

The Institute for Blue and White Ceramics

60 Nishigawa-cho, Seto City, Aichi Prefecture

Tel.: +81-52-83-0261

Seto Ceramics and Glass Art Center

51-2 Museum Nakanoshima, Seto City, Aichi

Prefecture TEL: +81-52-83-1001

Seto City Art Museum

110-3 Nishitamura-cho, Seto City, Aichi Prefecture

Tel.: +81-52-84-1181

### Mino

Arita City English web page (in English)

[www.city.arita.jp/01/](http://www.city.arita.jp/01/)

Gifu Prefectural Ceramic Museum

1-6 Higashimachi, Tajimi City, Gifu Prefecture

Tel.: +81-52-23-1381

Ceramic Park Mino

4-35 Higashimachi, Tajimi City, Gifu Prefecture

Anagama Kiln Ringing: Visua Kobo

1-6 Higashimachi, Tajimi City, Gifu Prefecture

Tel.: +81-52-25-2233

### Arita

Arita City English web page

[www.city.arita.ac.jp/](http://www.city.arita.ac.jp/)

Arita Ceramic Art Museum

1-6-2 Doru, Arita-cho, Nishimatsu-ga-gu, Saga Prefecture

Tel.: +81-65-42-0372

Kyushu Ceramic Museum

310-1 Tashiro-cho, Arita-cho

Nishimatsu-ga-gu, Saga Prefecture

Tel.: +81-65-43-5881

Rokkoza Pottery Experience Studio

1-30-1 Imaezumi-cho, Arita-cho, Nishimatsu-ga-gu, Saga Prefecture

Tel.: +81-95-41-1002

Akebono Painting Experience Studio

1-2-11 Akebono-cho, Arita-cho

Nishimatsu-ga-gu, Saga Prefecture

Tel.: +81-65-41-1310

Akebono Gama

352 Nishio-cho, Arita-cho, Nishimatsu-ga-gu, Saga Prefecture

Tel.: +81-65-43-2207

Imaezumi Gama

2-1-15 Arita-cho, Arita-cho

Nishimatsu-ga-gu, Saga Prefecture

Tel.: +81-65-42-3101

Saga Gama

2118 Kurozono, Nishimatsu-ga-gu, Arita-cho, Saga Prefecture

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## event    entertainment    leisure

## Exhibition

Through April 23 **FREE**

Byu Byu Kitei "The Elag is Laughing"

Upstate Gallery

A world leader in the ceramics field, Byu Byu Kitei is one of the most innovative and dramatic artists active today. Belying convention, he has developed his own low style in which each work represents a message and its clay incorporates the time and place in which it was made. The current New York exhibition will feature forty of his works: a huge parrot resembling Zepher, pulled down from space, a vase that appears to have been plucked from nature, and tea bowls and sake cups that are "gentle to the hand and lip", works that dance and laugh as they await their turn. Opening reception will be held on Mar. 11 from 6-8 pm.

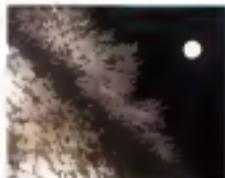
Location: 237 W. 28th St. (bet. 6th & 7th Aves.)  
New York, NY 10001

Tel: 212-547-4499 / [www.upstategallery.org](http://www.upstategallery.org)

Through March 30 **FREE**

Japanese Artist Moyaka Shiraishi Presents Innovative Silk Art in New York Exhibition

The Nippon Gallery



The Nippon Gallery presents *Flame Green Spring Moon*, an exhibition of Moyaka Shiraishi's ink art and Japanese painting. Moyaka has won acclaim in Japan for challenging the boundaries of traditional Japanese arts, oil painting

in oil, pottery, metal carving, and calligraphy. In this exhibition, Moyaka has reinvented the art of *Oshie* (pressed images) in which she used her grandmother's 100-year-old silk kimono, which are works of art in their own right, to produce original images, which express her interpretation of springtime.

Location: 143 W. 58th St., bet. 6th & 7th Aves.  
New York, NY 10019  
Tel: 212-581-2222 / [www.upstategallery.org](http://www.upstategallery.org)

Through April 14 **FREE**

Japanese Artist Hase Yasuaki's NYC Debut

B&amp;H Hangetsu Gallery

Coinciding with MCA's *Asian Contemporary Art Week* 2011, B&H Hangetsu Gallery will host the New York debut exhibition of Japanese artist Hase Yasuaki from Mar. 21 to Apr. 14. The exhibit will feature acrylic on canvas portraits of post-pubescent young bodies with childlike expressions against magical, romantic backdrops. *Tanabata* (a) is considered a unique form of "mystery," a style in which subjects blend nature and childhood qualities exemplified by Japanese artists like Yosuke Niwa and Tokuyuki Matsukane.

Location: 241 W. 52nd St. (bet. 6th & 7th Aves.)  
New York, NY 10019  
Tel: 212-333-2640 / [www.bhhangetsugallery.com](http://www.bhhangetsugallery.com)

Through June 12

Byu Byu Kitei 21st Performance *Monroe and Bell* in Contemporary Japanese Art

Japan Society

Byu Byu Kitei II is a radical departure from recent Japanese exhibitions. Moving far beyond the stereotypes of *tanzen* and *obaku* culture, Japan Society's show features sixteen emerging and mid-career artists whose paintings, objects, photographs, videos and installations mold traditional styles with challenging stories of Japan's troubled present and uncertain future. Each of the three sections, "Critical Memory," "Transformed Nature" and "Unquiet Dream" not only offers a feast for the senses but also demystifies our preconceptions about contemporary Japan and its art. The sixteen featured artists are: Makoto Aida, Masahiko Ikeda, Tatsuo Ichikawa, Rieka Kawanochi, Har-

aku Kojin, Rumi Matsuda, Yashiroto Niwa, Kohji Nawa, Mitsuaki Obara, Heiko Sawa, Chiharu Shioya, Taro Ikuo Shigeno, Hiromi Tomoyaga, Tomoyuki Akeno, Masa Tomoigai and Tomoko Yoneda.

Location: 333 E. 45th St., 2nd Fl. 1st & 2nd Aves.  
New York, NY 10017  
Tel: 212-620-5133 / [www.japaneseevents.org](http://www.japaneseevents.org)

April 1 - 28 **FREE**

Female Artists Exhibition: Kaori Nakamura &amp; Inami Kawai

Eacy-Gallery



The Eacy-Gallery is holding an exhibition by female artists. Kaori Nakamura and Inami Kawai. Kaori Nakamura needs to work in the traditional Japanese art method, paper cutouts. Her works often times depict very red-like "yuki" objects with a hint of a "gourmandise" style. Most of Inami Kawai's drawings are done primarily in pencil. Her works depict a sense of inequality and delicateness. Opening reception party is scheduled for Apr. 1 from 6 - 8pm.

Location: 107 W. 26th St. bet. Broadway & 8th Aves.  
New York, NY 10001  
Tel: 212-445-1919 / [www.eacygallery.org](http://www.eacygallery.org)

April 2 - 23 **FREE**

Salvado Woodblock Print of Western Flowers Exhibition

Makoto

Japanese antique shop, Makoto is holding an exhibition of the original Japanese ukiyo woodblock prints, "Seijo Soku Zufu (A Picture Album of Western Plants and Flow-

ent" by my artist, Tatsugami Komatsu, which was originally published in a five-volume set by Ueno do Kyōto in 1937. This spectacular work, comprised entirely of authentic Japanese color woodblock prints, depicted a wide variety of lush flowers and exotic plants in full bloom. Carefully selected from an extremely rare set of volumes, these exquisite prints hold all of the original richly-inked colors. This artistic treasury will delight anyone who appreciates the glorious beauty of Japanese woodblock prints, floral art, and iconography.

desire, 173 3rd Ave. (bet. 226 & 228 Sts.)  
New York, NY 10003  
(212) 949-5888 / [www.desirenewyork.com](http://www.desirenewyork.com)



## Performance

March 24

Taiyo Hanada Performance

TKEO Entertainment

The Tatagawa University Taiko Dance Group will have its fifth New York performance at the Miller Theatre in Columbia University. Touring the world since 1981, this group's amazing performance of high-energy Taiko drumming and Japanese folkloric dance has received rave reviews from the New York Times and other media. They're now returning to the U.S. this spring to perform at the Cherry Blossom Festival in Philadelphia and Washington D.C., as well as the New York performances. For show times and ticket prices, call 212-652-3381 or visit [www.tatagawanra.com](http://www.tatagawanra.com). Guest: Akira Shima (Colorado University)  
2950 Broadway (bet. 116-121 Sts.) New York, NY 10037  
(212) 253-3064/6591 / <http://www.tatagawanra.com>  
Ticket: [www.tatagawanra.com](http://www.tatagawanra.com)

April 3, 5, 6, 8

Conseil Hall's JapanNYC Events

Conseil Hall

This April, Carnegie Hall's JapanNYC—an ambitious city-wide festival led by Artistic Director Seiji Ozawa—includes, with programs inviting audiences to explore the incredible diversity of Japanese arts and culture with per-

formances and events at Carnegie Hall and New York City partner venues. On Apr. 3 pianist Aken Kojimayashi will perform musical compositions from Beethoven and Chopin and an April 5 fresh off her JapanNYC solo recital violinist Midori teams up with some friends that Carnegie Hall audiences have come to know well. Legendary piano-composer Tokuo Miyoshi will lead a tour through the history of jazz piano, and will perform trio and quartets with her husband, tenor-saxophone virtuoso Lew Tabackin on Apr. 6. And finally, on Apr. 8, Soh Daiko brings the Japanese mass drumming tradition to the stage as vibrant contemporary performance art at the Lehman Stage at Lehman College in the Bronx. Call or visit Carnegie Hall's website for show times and ticket information.

Location: Carnegie Hall  
851 7th Ave. (bet. 56th & 57th Sts.) New York, NY 10019  
(212) 252-7600 / [www.carnegiehall.org](http://www.carnegiehall.org)  
Lehman Stage at Lehman College  
The Lehman Stage  
250 Bedford Park Boulevard West, Bronx, NY 10461  
(212) 709-6620/6625



April 21

Kana Chamber Opera in One Act Performance

Carnegie Hall

Juniko Fukuda, a Japanese classical Gagaku/Hyakusō-style dancer, will perform her original choreography as *Hana* at Hell's Kitchen Hall, Carnegie Hall. The gala program will feature the new chamber opera by Keiko Saito, a brilliant program with piano and voice music performed by Akira Chiba and Aoi Matsushita. Other performers include Rui-Hsing Chen (Western Massachusetts), Ichirōe Fujii (Western Tenor) and Ryo Saito (Japanese classical singer, with accompaniment on Samisen). Location: 851 7th Ave. (bet. 57th & 58th Sts.) New York, NY 10019  
(212) 252-7600 / [www.carnegiehall.org](http://www.carnegiehall.org)  
Ticket: [www.pafafacile.com](http://www.pafafacile.com)



## Lecture/Forum/Film/Festival

April 1-21

5 Japanese Women

Film Forum

In the Golden Age of Japanese Cinema, there are a handful of female superstars whose careers spanned over 60 years. Film Forum will screen the films featuring such actresses including Kinuyo Tanaka, Setsuko Hara, Michiko Suga, Setsuko Hara, and Hidetaka Takamine. See details on the Mar. 16 issues, on page 64 of *Chopsticks*.  
Location: 209 W. 9th Street (bet. 6th & 7th Aves.)  
New York, NY 10011  
(212) 255-8750 / [www.filmmuseum.org](http://www.filmmuseum.org)

April 22-May 5

Retrospective Film Screening: Kenzo Shindo  
Brooklyn Academy of Music (BAM)

America's oldest continuously operating performing arts center, the Brooklyn Academy of Music (BAM) is concluding a retrospective of acclaimed film director, Kenzo Shindo. A contemporary of Akira Kurosawa, this influential filmmaker has continued to direct films well into his 90s. The series will include some of his most famous works such as *The Witch*, *Kumonos*, *The Life of Chikusen*, *Eye Today, Eye Tomorrow*, *Lucky Dragon #5*, *Mother*, *The Naked Island*, *Desire*, as well as the U.S. theatrical premiere of *Children of Hiroshima* and a recent documentary about Shindo produced by longtime fan, Béatrice Del Forte.  
Location: 30 Lafayette Ave. (bet. St. Felix St. & Ashland St.)  
Brooklyn, NY 11207  
(718) 638-4100 / [www.bam.org](http://www.bam.org)

## Event

March 30

Sakura Matsuri All-You-Can-Drink Beer

TriBeCa

TriBeCa, known for its casual menu that includes Western dishes with subtle twists of Asian flavor, is throwing its own *Sakura Matsuri* event. Come join the festivities and help them welcome spring with a \$15 all-you-can-drink all night deal (house selection), and if you come before 5pm or after 8pm, you'll receive a \$10. Also be sure to take advantage of the drink specials for an additional \$10, and you can enjoy two of their special cocktails including their pink lychee Martin. In addition to cocktails, rose sparkling wine will be offered for the additional \$2 for \$10.

drink specials. Doors open at 5:30pm and then will be a "pay at the door" event (cash only).

**Location:**

275 Church St., (near Avenue A and 8th St.), New York, NY 10013  
Tel: 212-242-0237 / [www.oldsoot.com](http://www.oldsoot.com)

**March 25-April 10**

**Kikkoman Fair & Strawberry Fair at Mitsukoshi**

**Old Town Marketplace**

New Jersey's beloved Japanese supermarket, Mitsukoshi is hosting two fairs this spring, the Kikkoman Fair and the Strawberry Fair. The Kikkoman Fair will feature a range of Kikkoman products including soy sauce, cooking sake, hon-tare, miso, soba mago, wasabi mago, ponzu, ponzu/canned condiments and Prawn tare (sazae). There will be demonstrations of Onsen/canned condiments and Takemotoensei Free sampling will be offered on weekends. The Strawberry Fair will feature all kinds of strawberry products such as strawberry cookies, candy, chocolate, marshmallows, and cereals. Products from popular brands such as: Tohmei, Meiji, Lotte, Glico, Fujire, and Morinaga will be available. Location: 585 River Rd., Hightstown, NJ 08520  
Tel: 212-461-4113 / [www.oldtown.com/english](http://www.oldtown.com/english)

18-23, entitled "Be the E Campaign", as well as an after party on the 23rd. At the campaign events on April 7 and 8, participants will enjoy a preview of video on environmental issues produced by Old Soot and live piano performances. Old Soot is now accepting reservations for each event and the first 10 people who make a reservation will get either free entrance or priority entrance.

**Location:** Both (Apr. 7 event)

217 Bowery (bet. Thompson & Spring Sts.) New York, NY 10002

La Patisserie Rouge (Apr. 8 event)

159 Greenwich St. (bet. Thompson & Sullivan Sts.)  
New York, NY 10013

**March 26-27**

**Koshiba Sake Fair (Mar. 26 event)**

14 Wylie Ave (bet. W 1st & W 2nd Sts.) Brooklyn, NY 11213  
<http://www.old-soot.com>



**April 4**

**Japanese Izakaya Presents a Night of Sake and Dining, Goriki Night**

**Kirkland**

The only Japanese izakaya in Manhattan's Koreatown, Kirkland offers over 100 varieties of fine sake, carefully selected by a sommelier, as well as traditional Japanese cuisine. On Apr. 4, Kirkland presents Goriki Night, an evening in celebration of the Goriki sake from Chiyomotoji Brewery. A dry sake with a fresh and bright aroma of grapes and peaches, Goriki is an elegant yet strong savoring sake from Tottori Prefecture. A special menu of foods that complement Goriki will be featured. On Goriki Night, customers will receive 15% off bottles of Goriki/sake (price \$45). Location: 210 2nd St., (bet. 5th & 6th Aves.) New York, NY 10003  
Tel: 212-475-7222 / [www.kirkland-ny.com](http://www.kirkland-ny.com)



**April 18**

**Open House For Summer Program**

**Kens Academy of New York**

Kens Academy of New York will be holding an Open House for their Summer Program on Saturday, April 16. This applies to middle and high school students who are interested in finding out more about Kens' summer programs. Reserve your spot by sending an e-mail to [kenhouse@kens.edu](mailto:kenhouse@kens.edu). Free lunch will be served to those who register in advance. For more program information, call the Academy or see their ad or page 56 in this month's issue of Chopsticks NY. Kens Academy of New York is fundraising to aid in the Japan Earthquake and Tsunami relief effort. Donations will be sent to the Japanese Red Cross. Check the website for details: [www.kens.edu/lengthyarchives/TKDK](http://www.kens.edu/lengthyarchives/TKDK). Location: 21 College Rd., Purchase, NY 10577  
Tel: 914-781-3454 / [www.kens.edu](http://www.kens.edu)  
[kensummer@kens.edu](mailto:kensummer@kens.edu)

**April 21**

**One Day Seasonal Sashimi Event Featuring Premium Shochu, Kaisokuu, & Wasabi**

The Japanese restaurant in the East Village, Unadou, is known for its selection of shochu and home style cooking. On Apr. 21, they will hold a Seasonal Sashimi Event featuring the premium shochu, "Kaisokuu". Made in Fukuoka Prefecture from a special variety of sweet potato known as "the potato of dreams", red beet root, this shochu has a mild and elegant flavor and a bold, earthy aroma. The event

costs \$40 per person. It is limited to 25 customers so early reservations are recommended.

**Location:** 46 E. 10th St. (bet. 3rd & 4th Aves.)

New York, NY 10003 / Tel: 212-446-4554

## Happenings

**Blue Bell Restaurant & Others Japanese Art exhibition**

**Orca**

The rice ball specialty restaurant Blue Bell is now offering ramen through May 10. Monday through Friday from 6:30 pm to 10:30 pm (for eat in customers only). Shiso (very sweet), short grain and medium ramen are available for \$5 each. Side dishes and rice balls are also available. Blue Bell opened in 2009 with the mission to bring Japanese rice balls, beloved in Japan but still relatively unknown in the U.S., to New York. Blue Bell offers over 50 different flavor of rice balls daily.

**Location:** 154 E. 45th St. (bet. Lexington & 3rd Aves.)

New York, NY 10017

Tel: 212-432-0788 / [www.blubell.com](http://www.blubell.com)

**Shitoku Center Celebrates 10 Year Anniversary by Opening 2nd Location and Offering a Discount**

**104 Holistic Center, J's Healing**



The center for shiatsu massage and western medicine, 104 Holistic Center, is celebrating its 10 year anniversary by opening its 2nd location, J's Healing. Celebrating this, J's Healing offers a 90 minute sauna and massage package for \$60 (Reg. \$120-130). It includes 30 minutes of herbal sauna and 60 minutes of massage. J's Healing is equipped with allergy free facilities and promote well-being through high quality massage and karez (Chinese herbal medicine). The offer ends on Apr. 30.

**Location:** 104 Holistic Center

92-14 63rd St., 3rd Fl. (bet. Madison & 5th Aves.)

New York, NY 10017

Tel: 212-391-5288 / [www.shitoku.com](http://www.shitoku.com)

**J's Healing**

23 E. 49th St., 2nd Fl. (bet. Madison & 5th Aves.)

New York, NY 10017 / Tel: 212-404-8899

**April 7, 8 and 22**

**Be the E Campaign Events and Earth Day NY After Party**

**eARTH STREETS, Old Soot**

The apparel brand eARTH STREETS has the concept of promoting the conservation of natural environment through the blending of street culture and art. To celebrate the upcoming Earth Day and awarenness of global environmental issues, eARTH STREETS and its sister brand Old Soot will host the campaign event for Earth Day NY (Apr.

**Japanese/Mexican Fusion Restaurant Offers Free Drink to Chapsticka NY Readers****Luna Bambu & Teriyaki**

The Japanese owned Japanese/Mexican Fusion restaurant, *Luna Bambu* is offering one free drink to Chapsticka NY readers. Customers can choose from the restaurant's original sake cocktail, the *Sake Tzu* (sake and latte cocktail) or the *Solar Rojas* (sake and red wine cocktail) or the *Agave*-frescas (house beer/lemon drink with citrus and lime juice). *Luna Bambu* offers a creative fusion menu featuring natural and organic foods with no MSG. **Location:** 200 26th Ave., (bet 25th St.), Brooklyn, NY 11205. **Tel:** 718-384-4700.

**Japanese Barbecue House Celebrates Saitama Festival, Offers Biscuits****Gyo-kaizo Matsuya, Gyo-kaizo East Village**

Japanese barbecue restaurant *Gyo-kaizo* is celebrating the *sakura* (cherry blossom) festival through April 17 in both their Matsuya and East Village locations. Special promotions include the new *Tai* tenderloin for \$15, and Fruity Cocktail Sushi "Can't Eat" for \$3. Also, if you sign-up for the *Gyo-kaizo* Points Card during the campaign period, you'll have a chance to earn discount points equivalent to \$100, \$50 and \$25. You also can get benefits from their daily happy hour menu, which include drinks, side dishes and main course dishes, so you can eat your fill entirely from the happy hour menu. See their website for happy hour times.

**Location:** *Matsuya*

105 2nd Ave., 2nd Fl., (bet 5th & 6th Sts.), New York, NY 10003

Tel: 212-529-8066

*East Village*

34 Cooper Sq., (bet 3rd & 4th Sts.), New York, NY 10003

Tel: 212-651-2991 / [www.gyo-kaizo.com](http://www.gyo-kaizo.com)

**Matthews Spa Offers Discount to Chapsticka NY Readers****Oliver Tree Spa**

The healing space in Midtown, *Oliver Tree Spa* is offering 10% off their entire menu to Chapsticka NY readers. They feature a rich menu including nail treatment, waxing treatment, body massage, body treatment, men's dermabrasion, facial treatment, and hair treatment. Just relax and let Oliver Tree Spa make you more beautiful. **Location:** 244 Madison Ave., (bet 25th & 26th Sts.), New York, NY 10016.

**El: 212-447-0968****Sushi Restaurant Offers \$10 Off to Chapsticka NY Readers****Osaka**

Osaka the Matthew West restaurant that offers all kinds of sushi from orthodox to modern and unique, is offering Chapsticka NY readers \$10 off any bill over \$50. Good for food and drinks, lunch and dinner, just mention Chopsticks NY when you order.

**Location:** 230 W. 46th St., (bet 5th & 6th Aves.)

**New York, NY 10036**

**Tel:** 212-583-2991 / [www.osakasushi.com](http://www.osakasushi.com)

**Salon Offers 30% Off Services****El Salón**

After 20 years in Union Square, *El Salón* has moved to a new East Village location to provide a more modern and relaxing environment. Owner and master stylist, Doris specializes in the *Elation* Keratin Treatment, which softens and strengthens frizzy and wavy hair. Bring in the coupon from the advertisement on page 12 and receive 20% off all services.

**Location:** 212 E. 10th St., (bet 2nd & 3rd Aves.)

**New York, NY 10003**

**Tel:** 212-985-8537 / [www.elsalon.com](http://www.elsalon.com)

**Soba Specialty Restaurant Expands Menu and Offers Takeout Dishes****West Udon Izakaya**

In January, Japanese restaurant, *Udon West* in Midtown changed its name to *West Udon Izakaya* and introduced a new soba menu. Now in addition to udon, you can enjoy stabilized yakoya offerings on weekday evenings and all day Saturday and Sunday. Also, try their satisfying \$2.99 and \$3.99 udon menu. On weekdays, *Sapporo*

draft beer is served for \$3 (reg. \$6) and *Hanekura* green for \$3 (reg. \$4).

**Location:** 150 E. 46th St., (bet 3rd & Lexington Aves.)

**New York, NY 10017**

**Tel:** 212-612-2627

**Veteran Hair Stylist Offers \$10 Off to Chapsticka NY Readers****Ken Shigematsu**

With over 20 years experience in Japan and the U.S., veteran stylist, Ken Shigematsu provides service "from the heart" with solid techniques and a kind personality. He spends as much time and care as necessary to make sure that each customer is completely satisfied. *Menin Chopsticks NY* when you book your appointment and you get \$10 off your total. The offer is valid for new clients only. **Location:** 254 W. 35th St., (bet 26th & 27th Aves.)

**New York, NY 10001**

**Tel:** 212-234-1134

**Authentic Thai Restaurant Offers 10% Off to Chapsticka NY Readers****Talant II Thai Kitchen**

A favorite among the food lovers in NYC, *Talant II Thai Kitchen* serves authentic Thai cuisine, not your typical western down-the-middle fusion. Popular for their traditional Northern style Thai cuisine, the signature dishes include the savory *Khai Soi* (lightly seasoned with curry). *Chopsticks NY* readers will receive 10% off your total bill at *Talant II Thai Kitchen* in NYC when you place an order. All food and drinks included.

**Location:** 90 W. 46th St., (bet 4th & 5th Aves.)

**New York, NY 10036**

**Tel:** 212-367-1940

**Pepper Korean Beauty & Health Salon Opens Its 1st Branch In NYC****Yokosunryangge**

With 50 locations in

Korea and 2 in Japan,

*Yokosunryangge* has

finally opened its first

location in NYC.

The salon has created

a sensation in Korea

due to their innovative

facial massage therapy.

*Pepper* Therapy

This treatment, which



utilizes a special massage, can actually reduce the size of the face while improving the shape, correcting asymmetries and beautifying the skin.

Location: 20 W. 22nd St., (407 Ave. of the Americas)

New York, NY 10010

Tel: 212.584.7474 / [www.jewelpoint.com](http://www.jewelpoint.com)

#### New Rice-Polishing Machine Service Available for Customer Use

##### Mitsuiwa Marketplace

Mitsuiwa Marketplace has just acquired an authentic, rice-polishing machine for customer use. Designed specifically for the Koshihikari brown rice of Fukui Prefecture, this machine turns brown rice into delicious polished rice. There are instructions posted on the wall and an attendant to help, so why not experience the fun and exciting process of making polished rice for yourself? Mitsuiwa also stocks a wide variety of rice cookers, including 1L, 3L, 5L, 8L, 10L, and 12Cup varieties from \$19.99-\$149. In order to aid the Japan Earthquake and Tsunami relief effort, Mitsuiwa has placed a donation box at the information counter. Donations will be sent to the Japanese Red Cross. You can also donate on-line via Mitsuiwa's website, <http://www.mitsuiwa.com/gifts/>

Location: 365 River Rd., New Hyde Park, NY 11042  
Tel: 212.547.0100

[www.mitsuiwa.com/english](http://www.mitsuiwa.com/english)

#### 20% Off All Services

##### Kijune Series



Recently opened in the Union Square area, Kijun's Sake offers a calm and relaxing space in the energetic surroundings of the West Village neighborhood. Kijun's signature services are blow-dries and special color treatments that actually repair the hair when color appears not being applied. When you mention Chopsticks NY, you will receive 20% off of all services for men and women. This offer is valid through June 30.

Location: 15 E. 12th St., (between 5th & 6th Aves.)

New York, NY 10003

Tel: 212.949.4487 / [www.kijunsake.com](http://www.kijunsake.com)



#### Feng Shui Masters Offer Half Price Services for a Limited Time

##### Feng Shui Masters

From April 4 through 18 in celebration of the *sakura* season, Feng Shui masters offer half off services including Fortune Reading (Reg. \$150), Love Luck Reading

Only \$40!, Gravite Consultation (Reg. \$140), and Home Plan Consultation (Reg. \$180). Also, during this period, anyone who books an On-site Consultation will receive a Feng Shui crystal (\$10 value) and a Feng Shui book, *Feng Shui Life* (Reg. \$20) for free.



Another: **Mitsui Marketplace**  
375 River Rd., New Hyde Park, NY 11042  
Tel: 212.547.0100 / [www.mitsuiwa.com](http://www.mitsuiwa.com)

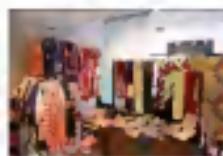
#### Exhibitions on *Kimono* for Saks Fifth Avenue House

In order to encourage people to view *kimono* and *gutai* to the sakiyo festival this spring time, Kimmomo House is offering 15% off *kimono* rentals (Reg. \$150 and up) and *gutai* sales (Reg. \$69-\$150) through April 30th. Also for people who want a photo of their *kimono* experience, Kimmomo House has a professional photographer on staff and a photography studio inside the store. At Kimmomo House a portion of the proceeds will be donated to the Japanese Red Cross in order to aid the Japan Earthquake and Tsunami relief effort.

Location: 107 Spring St., (bet Thompson St.)

New York, NY 10012

Tel: 212.625.4992 / [www.saksfifthavenue.com](http://www.saksfifthavenue.com)



#### Microcut For Cut & Digital Perm

##### Wave 55

Wave 55, a Japanese hair salon located in Melville, has built an outstanding reputation for having highly experienced stylists along with a comfortable, relaxed atmosphere. Currently, they're offering a \$200 promotional deal for a haircut along with this signature digital perm service (Reg. \$300), which is a treatment that preserves moisture in the hair, making it resistant to damage. Also, first time customers will receive 10% off all services [this offer cannot be combined with the digital perm promotion]. The digital perm promotion is valid thru May 31.

Location: 1039 3rd Ave., (bet 55th & 56th Sts.)

New York, NY 10022

Tel: 212.265.7399 / [www.wave55.com](http://www.wave55.com)



## Kazuhiro Soda's Observational Documentary Film *Peace* Screened at MoMA

New York based, Japanese filmmaker, Kazuhiro Soda, came back to MoMA's International Festival of Nonfiction Film and Media with his latest documentary, *Peace*, this February. Known for his observational documentary style, his previous two films, *Smile* (Kampachi and Sosaku) (Metallic), are internationally acclaimed and have received numerous awards. *Peace* was originally produced for DMZ Korean International Documentary Festival in South Korea, answering to the request of making a short documentary themed peace and coexistence. Soda was first reluctant to tackle such

a large theme, however, he gradually warmed up to the idea while videotaping the daily life of his parents-in-law and finding the steady and sensitive social network among cats whom are dependent upon his father-in-law. Quietly observing his in-laws' life as a social worker, Soda's camera captures the bitter-sweet reality that makes us think what peace of mind is. The film is planned to be released nationwide in Japan in July.

<http://www.kazuhirosoda.jp/english>  
[www.moma.org/calendar/film/May/2012](http://www.moma.org/calendar/film/May/2012)

#### Japanese-Festal Specialist Offers UV Ray Protection Special Menu for Spring

##### Wilton Day Spa

Wilton Day Spa's facial specialist is offering a special UV ray protection menu just in time for spring. As the sun's

reps get stronger, these treatments can protect your skin and preserve your youthful beauty. Treatments include the Vitamin C + E Facial (\$65m \$150), the Sensitive Skin Facial (\$65m \$150). Also until Apr. 30, first time customers can receive 25% off treatments from the regular facial menu, including Signature Facial (\$60 m. \$100), Anti-Aging Facial (\$80 m. \$150) and Deep Pore Cleansing (\$60m \$150).

In addition, they offer Micro-Dermabrasion for \$50 (Reg \$150) for new clients only.

Location: 15W 44th St, (bet. 5th & 6th Ave.) 10011

New York, NY 10036

Tel: 212-593-7002

## Brooklyn Japanese Restaurant Celebrates its One-Year Anniversary

### One

Stylish restaurant and lounge, One is celebrating its one-year anniversary (located at historic Brooklyn Heights). One serves Japanese and Asian fusion cuisine with a modern Manhattan feel. Their expansive menu features a wide variety of dishes from the popular Terrier Sandwiches to the Crispy Duck Roll. Until Apr. 30, order one alcoholic drink and get a second drink free, or get 15% off your total (not combinable).

Location: 27 Clark St., (bet. Fulton & Henry Sts.)

Brooklyn, NY 11201

Tel: 718-787-5277 / [www.oneny.com](http://www.oneny.com)



## Free Clay Edie Pack With Straightening Perm

### III Plus

For its 4th anniversary celebration, III Plus Salon is offering a free Clay Edie Pack (Reg. \$10) with Japanese straightening perm treatment. This pack strips ammonia acids from the core of hair and makes the hair look healthy and beautiful while extending perms longer. The free Clay Edie Pack for straightening perm customers is valid from Apr. 1 – May 31.

Location: 105 2nd Ave., 2nd Fl., (bet. 4th & 5th Avs.)

New York, NY 10003

Tel: 212-646-8558 / [www.illplus.com](http://www.illplus.com)

## Special \$10 With Cosmetic Purchase

### Dr. Ci:Labo

Japan's leading supplier of skincare cosmetics, Dr. Ci:Labo is now offering a special gift for customers this spring. Starting Apr. 4 until May 20, purchase over \$55 of any of

Dr. Ci:Labo's products either at Mitsukoshi Marketplace or via online, and you will eligible to receive an original Japanese magazine, which has Dr. Ci:Labo's character Geralt from discounted on the inside, and \$5 Musical Friends Founder Offer is available while supplies last.

Location: Mitsukoshi Marketplace

385 River Rd., Edgewater, NJ 07020

[www.ci-labo.com](http://www.ci-labo.com)



## Hair Eaton in the East Village Offers 20% Discount For New Clients

### Yo-C Salons

Located in the East Village, Yo-C Salons takes pride in focusing an enhancing each individual's style without the excess influence of popular trends. Each stylist handles everything from cut, color to perms, which gives your finished hair a more cohesive and personal touch. Now, for a limited time only, new clients will be able to receive a 20% discount off of all services. Please note that this special offer cannot be combined with other student discount.

Location: 225 E. 5th St., (bet. 2nd & 3rd Aves.)

New York, NY 10003

Tel: 212-529-0555 / [www.yo-csalons.com](http://www.yo-csalons.com)

## Japanese Manga and Chinese Summer Classes

### Hills Learning



Want any big plans this summer for learning a new language? Hills Learning is offering two outstanding courses for both Chinese and Japanese geared towards high school students. More specifically the Japanese course is called "Japanese with Manga", and teaches Japanese through a lot of student's favorite Japanese Manga. Each class is 5 hours a week of language instruction for 4 weeks. The Japanese schedule runs from July 18 thru Aug. 31 and the Chinese schedule from July 25 thru Aug. 15. Visit the Hills Learning website for more information and sign up soon as classes currently have early bird registrants, and allow a maximum of 10 students per class.

Location: 300 Lexington Ave., 10th Fl., (bet. 4th & 5th Sts.)

New York, NY 10016

Tel: 212-551-7903 / [www.hilllearning.com](http://www.hilllearning.com)

## 15% Off All Services With Stylist Tomoko Shimo

### Tomoko Shimo Hair Salons

Hair stylist, Tomoko Shimo's acclaimed talents have brought her from working on photo shoots for fashion magazines to the prestigious "Acqua" hair salon in Tokyo. Now residing in New York, Tomoko has joined Tomoko Shimo Hair Salons to further challenge herself and create fresh new looks by blending fashion trends in Japan and New York. Tomoko Shimo is now offering 15% off of services with her plus, a free Milbon Nagello 101 moisture treatment for dried, damaged hair available exclusively at Tomoko. Offer applies to new customers only and is valid thru June 30. At Tomoko Shimo, a portion of the proceeds will be donated to Global Giving to aid the Japan Earthquake and Tsunami relief effort.

Location: 271 E. 15th St., (bet. 3rd & 4th Aves.)

New York, NY 10003

Tel: 212-222-0438 / [www.tomokoshimo.com](http://www.tomokoshimo.com)

## Hair Eaton Premium Deal

### Giovanni-Sacchi Hair Salons

Giovanni-Sacchi Hair Salons on the Upper East Side specialize in color, highlights, and Japanese straightening perm. Just in time for spring, they can help you choose a brand new hair color as well as cut & blowdry a very beautiful seasonal style w/ for the low price of \$99. For the month of April, Giovanni-Sacchi is also offering Highlights and an Ionic Keratin Conditioner at 20% off the regular price. Mention Cleopatra's NY when you make your appointment to enjoy this offer.

Location: 1244 Lexington Ave., (bet 10th & 11th Sts.)

New York, NY 10021

Tel: 212-365-0617 / [www.giovannisacchi.com](http://www.giovannisacchi.com)



## Beginner Shishas Training Class – 10% for Chopsticks NY Readers

### Chop Center

The Chop Center, located in the heart of Midtown Manhattan is the place to go to alleviate body aches and pain. They will hold a series of beginner's level shishas training classes on Apr. 10, 12, 24, and May 1 which will provide information and training for those who are interested in learning the practical skills needed to master authentic shishas. All classes will be taught by Tomo Suzuki, Director of the Chop Center. Class fee is \$1,095 and includes 20

hours of instructors training and 3 one-hour private sessions with a professional Show-Off Center therapist. For Chopsticks NY readers only, they are offering 15% off the class fee. Mention Chopsticks NY when you make a reservation on the phone and receive this offer.

**Details:** MT-F 5:30-7:30 (See 3rd & Lexington Ave.)

New York, NY 10022

Tel: 212-645-6114 / [www.karatekids.com](http://www.karatekids.com)

**Spring Sale including free Metronome and \$200 discount on Kawai and Yamaha Pianos**

#### **Absolute Pianos**

Absolute Pianos is a full-service piano store offering sales, rental, repairs, and other services such as moving and storage. They are expanding their business hours and are now open seven days a week. They used to require reser-

vations for Steinway and Sonus visits, but now anyone can visit or bath days at anytime between 10 a.m. and 6 p.m. without any appointment. Celebrating this expansion, they're offering a Spring Sale during the month of April. Kawai and Yamaha Pianos are offered at \$200 off, and those who purchase any piano will receive a metronome.

**Details:** 144-16th Ave., (bet. 13th & 15th Sts.) New York, NY 10011  
Tel: 212-687-4703 / [www.absolutepianosoff.com](http://www.absolutepianosoff.com)

## **Japan Earthquake and Tsunami Relief Information**

On March 11th, an earthquake recorded at 9.0 on the Richter scale with its epicenter in the Pacific Ocean off the coast of Miyagi Prefecture, followed by a tsunami, wreaked enormous damage on the Tohoku and Kanto regions of Japan. Here at Chopsticks NY, we express our deepest condolences to the victims of this tragedy and hope for a speedy recovery. We have gathered information on organizations that are accepting donations to aid the rescue operations and recovery efforts.

#### **Groups providing support activities**

**Red Cross:** [www.americanredcross.org](http://www.americanredcross.org)

**Mercy Corps:** [www.mercycorps.org](http://www.mercycorps.org)

#### **Aid organizations and foundations that accept donations**

**Global Giving:** [www.globalgiving.org](http://www.globalgiving.org)

The project will disburse funds to organizations providing relief and emergency services to victims of the earthquake and tsunami. Global Giving is working with the International Medical Corps, Save the Children and other organizations on the ground.

#### **Japan Society's Japan Earthquake Relief Fund**

[www.japan-society.org/jes/jesearthquake.html](http://www.japan-society.org/jes/jesearthquake.html)

Over the years, Japan-Society has partnered with several Japanese and American nonprofits, working as the leaders of disaster relief and recovery. 100% of your donation goes to deductible nonprofits that directly help victims recover from the devastating effects of the earthquake and tsunami. You can contribute to the Japan Earthquake Relief Fund via online or by sending your check to Japan Society, 333 E. 47th St., New York, NY 10017.

**AMF Japan Earthquake Relief Fund**

**AMNY (Asian Exchange and Training Program, Alumnae Association of New York)**

<http://www.ajay.org/2011/03/17/ajay-for-quake-relief/>

AMNY will be forwarding 100% of the donations they receive to relief organizations specialized in education/schools/children in stricken areas.

#### **Magn's Fund**

[www.nyc.gov/html/fund/magnus/magnus.shtml](http://www.nyc.gov/html/fund/magnus/magnus.shtml)



## **\$ Deal of \$ the Month**

**20% Off**  
**Anti-Aging Lotion**  
(Equivalent to \$18.00)

**Cosme Proud, Inc.**

Anti-aging Cosmetic Wholesaler, Cosme Proud Inc., known for their high quality skincare products from Japan, is now of losing 20% off of their Gold Amber Rich Lotion (reg. \$45). Made from the highest quality amber taken from the Baltic Sea, the Gold Amber Rich Lotion contains antioxidant properties that effectively reduce the aging process in skin. Thanks to the latest in cosmetic technologies, it has become possible to blend amber in required form with non-oxidized gold, which enables the active ingredients of amber to penetrate into the deepest pores in the skin while its moisture retention action activates the vitality and healing powers of the skin as to create moisture, firmness, luster, smoothness, and elasticity. When used as a daily cosmetic product, Gold Amber Rich Lotion is used to improve skin tone, skin, blemishes, dark spots, wrinkles, and even repairs wounds.

The results of Cosme Proud's anti-aging lotion prove that amber is not only a beautiful jewel, but has the tremendous ability to beautify human skin and make it healthy.

#### **Customer Testimonials**

AMAZON: Amazon Marketplace

63 Avenue of the Americas

Tel: 212-967-5212

New York, NY 10011

Tel: 212-259-5000

[www.cosmeproud.com](http://www.cosmeproud.com)



# 5 JAPANESE DIVAS YOU MUST NOT MISS

BY KATE T. WILLIAMSON

Fans of Japanese cinema, clear your schedules for the first three weeks of April. Beginning on the 1st, Film Forum will be showcasing the work of five legendary actresses from the Golden Age of Japanese cinema: Kinuyo Tanaka, Isuzu Yamada, Machiko Kyō, Setsuko Hara, and Hidetaka Takamine.

Film Forum has a history of presenting great Japanese retrospectives [the recent celebration of Kurosawa's centennial and the Naruse retrospective several years ago were both illuminating and memorable] and this year is no exception. Instead of focusing on one particular (and male) director, however this season, "5 Japanese Divas," highlights the leading ladies in an array of films by directors including Akira Kurosawa, Yasujiro Ozu, Keisuke Kinoshita, and Mikio Naruse. Anyone familiar with the work of these directors will recognize the faces, if perhaps not all the names of these five talented actresses.

Kinuyo Tanaka got her start in Ozu's early work but went on to have roles in fifteen of Mizoguchi's films. She stars in a samurai's daughter opposite Toshiro Mifune in the first film of the series, *The Life of Oharu* [1952], considered by the director to be his master piece. Isuzu Yamada may be best known to western audiences as the Lady Macbeth figure in Kurosawa's *Ronin of Blood* [1964]. For those who have not seen Yamada's tour-de-force performance in this amazing film, now is the time. For those who have, it may be hard to

resist another chance to watch this film on the big screen. Two of Machiko Kyō's early films, *Kurosawa's Rashomon* [1950] and *Mizoguchi's Ugetsu* [1953], are classics of Japanese cinema and should not be missed. Known as the "Tarned Virgin" in Japan, Setsuko Hara is the sweet-faced star of many of Ozu's family dramas, including his renowned  *Tokyo Story* [1949] yet played a leading role in Kurosawa's adaptation of *Osorochiyaku*, *The Idiot* [1951]. Rounding out this all-star group of actresses is Hidetaka Takamine, who as a child star was known as Japan's Shirley Temple. She frequently worked with Naruse as an adult, often portraying strong women enduring often circumstances, such as her role as a widowed hostess in the moving *When a Woman Ascends the Stairs* [1960].

This series offers a chance to see both the breadth and depth of these divas and also an opportunity to get a wonderful overview of the films—some of which are rarely screened in the U.S. and not available on DVD—of Japanese masters with very different styles and sensibilities. Although all the films are worth seeing, series programmer Bruce Goldstein notes that Naruse's *Recurring* [1946], *Rebel* [1951], and *Observe My Guests* [1952] are rarely shown. Some of his personal favorites include Ozu's *Early Summer* [1951], Mizoguchi's *Sanjuro the Battler* [1954], and "the morality of the series," Kurosawa's *Kronos*, his most comedy *Carmen Comes Home* [1957], which was Japan's first color film.

Although not part of "5 Japanese Divas," another cinematic treat awaits those longing for one more stunning Japanese film, a new 35mm print of Ken Ichikawa's beautiful *The Mikoshi Bearer* [1953], an adaptation of Junichiro Tanizaki's classic novel [set Film Forum May 4-12].

**Kate T. Williamson** would like to spend the first three weeks of April at the Film Forum.



Kinuyo Tanaka



Isuzu Yamada



Machiko Kyō



Setsuko Hara



Hidetaka Takamine

\*All photo images courtesy of Jason Fine.

## 5 JAPANESE DIVAS AT FILM FORUM

- Apr 1, 2: *The Life of Oharu*
- Apr 3, 4: *Early Summer*
- Apr 4: *Sisters of the Gion*, *Desire* (B17)
- Apr 5: *Recurring*, *Rebel*\*
- Apr 6: *Love Spring*
- Apr 7: *The Face of Another*
- Apr 7: *Observe My Guests*
- Apr 8: *The Idiot*
- Apr 9: *Recklessness, Upset*\*
- Apr 10-11: *Tokyo Story*
- Apr 12: *Revering*

- Apr 13: *Sanjuro the Battler*
- Apr 14: *When a Woman Ascends the Stairs*
- Apr 15: *Floating Clouds*
- Apr 16: *Sister of Shame*, *Carmen Comes Home*\*
- Apr 17, 18: *Woman of Blood*
- Apr 19: *Twenty-Four Eyes*
- Apr 20: *Floating Weeds*
- Apr 21: *Tokyo Weight*

\*2 films for 1 admission

### Film Forum

200 W. Houston St. (bet. Venet St. & 6th Ave.)  
New York, NY 10014  
Tel: 212-250-8118  
[www.filmmuseum.org](http://www.filmmuseum.org)

### May 4-12\*

#### The Mikoshi Bearer (New 35mm print)

Directed by Ken Ichikawa

Based on Junichiro Tanizaki's classic novel *Seinenkyaku* (Light Novel), the movie depicts the life and relationship of four beautiful sisters from a wealthy merchant family in Osaka on the eve of World War II. Originally published during the 1920s, the novel was once banned by the Japanese military because the novel's depiction of the luxurious life was considered inappropriate during wartime. The novel was adapted for film three times and Ichikawa's version is particularly acclaimed due to its cool portrayal of the elegant high society hosting the footprints of the fall.

\*No screening on May 9

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Weston Poplaski  
Graduate Student

I would say the floral design is very appealing for me as a visually concerned person. It is pretty practical as far as length and width: the part I grip on the pen is finely measured so that it doesn't tire my hand. Colors are very trendy; I personally picked pink for school, and purple for office.



Nanase Nakamura  
Junior high school student

When I first saw these pens, I thought they were very cute and girly. I like the ribbed rubber grip; the feel of the writing is relatively smooth. Out of the five colors, my favorite is the purple. I like the quirk and playfulness of these pens.



Kseniia Krutikova  
Illustrator

I like the color. It is a nice combination and very bright. It is perfect for highlighting or coloring. The ink flows very smoothly and doesn't mess my fingertips. The design is also great! I like the rubber part that prevents the pen from skipping when I draw. The pen is the perfect size.



Hassiba Radewi  
Financial professional

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[WWW.GYU-KAKU.COM](http://WWW.GYU-KAKU.COM)

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\*Restrictions may apply on specials.